

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

Methodology: Savanta ComRes interviewed 1,037 adults in France 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 - France - 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

		France regions											
	Total	Île-de-France	Champagne-Ardenne	Picardie	Haute-Normandie	Centre	Basse Normandie	Bourgogne	Nord-Pas-de-Calais	Lorraine	Alsace	Franche-Comté	Pays de la Loire
Unweighted Total	1037	205	19	33	29	44	23	26	68	40	29	17	62
Total	1034	194	22	31	30	42	24	27	66	39	30	19	59
	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	207 20%	50 26%	6 27%	6 19%	4 15%	10 25%	2 8%	5 20%	14 21%	9 23%	3 10%	3 18%	6 10%
Yes, I had heard of it but I did not understand how it is made	267 26%	48 24%	- -	11 34%	9 31%	13 31%	7 31%	2 8%	15 23%	12 32%	11 35%	7 36%	16 27%
No, I had not heard of it	509 49%	86 44%	14 63%	15 47%	15 51%	18 42%	14 56%	18 68%	31 47%	17 45%	15 48%	7 34%	32 55%
I can't remember	50 5%	11 5%	2 11%	- -	1 4%	1 2%	1 4%	1 4%	6 9%	- -	2 6%	2 12%	5 8%
NET: Heard of	474 46%	98 50%	6 27%	17 53%	14 46%	23 56%	9 39%	8 28%	29 44%	21 55%	14 46%	10 54%	22 37%

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BASE: All respondents

	France regions											Gender	
	Total	Bretagne	Poitou Charentes	Aquitaine	Midi-Pyrénées	Limousin	Rhône-Alpes	Auvergne	Languedoc-Roussillon	Provence-Alpes-Côte d'Azur	Corse	Male	Female
Significance Level: 95%		a	*b	c	d	*e	f	*g	h	i	*j	a	b
Unweighted Total	1037	56	21	55	43	6	104	23	46	83	5	487	547
Total	1034	53	29	53	48	12	103	22	44	81	5	500	534
	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	207 20%	10 20%	6 19%	11 20%	11 24%	2 16%	28 27% i	3 14%	8 17%	8 11%	1 17%	121 24% b	86 16%
Yes, I had heard of it but I did not understand how it is made	267 26%	14 27%	7 24%	18 33% f	12 24%	4 33%	19 19%	7 31%	15 35% f	19 23%	1 19%	158 32% b	109 20%
No, I had not heard of it	509 49%	27 51%	17 57%	24 45%	23 47%	6 50%	50 49%	11 51%	20 46%	47 58%	3 64%	195 39% a	314 59%
I can't remember	50 5%	1 2%	- -	1 2%	2 5%	- -	6 6%	1 4%	1 2%	6 8%	- -	25 5%	26 5%
NET: Heard of	474 46%	25 47%	12 43%	29 53% i	23 48%	6 50%	47 45%	10 45%	23 52% i	27 34%	2 36%	279 56% b	195 36%

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BASE: All respondents

	Total	Age						Age		
		18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted Total	1037	106	145	165	173	174	274	251	338	448
Total	1034	108	159	165	178	165	259	267	343	424
	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	207 20%	26 24%	38 24%	28 17%	34 19%	27 16%	55 21%	64 24%	62 18%	81 19%
Yes, I had heard of it but I did not understand how it is made	267 26%	28 26%	35 22%	44 27%	52 29%	45 27%	63 24%	63 24%	96 28%	108 25%
No, I had not heard of it	509 49%	45 41%	78 49%	80 48%	85 48%	90 54% a	132 51%	123 46%	165 48%	222 52%
I can't remember	50 5%	9 9%	8 5%	13 8%	7 4%	4 2%	9 4%	17 6%	20 6%	13 3%
		ef		e				c		
NET: Heard of	474 46%	54 50%	73 46%	72 44%	86 48%	72 43%	118 45%	127 48%	158 46%	189 45%

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

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BASE: All respondents

		Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'	
		Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products											
	Total			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
Significance Level: 95%		a	b	c	*d	*e	*f	*g	a	b	c	d	a	b
Unweighted Total	1037	901	126	65	18	24	11	8	471	205	266	516	355	527
Total	1034	900	124	63	18	24	11	7	474	207	267	509	358	521
	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	207	167	39	16	6	10	7	1	207	207	-	-	97	101
	20%	19%	31%	25%	33%	39%	63%	15%	44%	100%	-	-	27%	19%
			a						cd	acd			b	
Yes, I had heard of it but I did not understand how it is made	267	228	38	19	4	5	3	6	267	-	267	-	117	127
	26%	25%	30%	30%	24%	20%	28%	85%	56%	-	100%	-	33%	24%
									bd		abd		b	
No, I had not heard of it	509	459	45	29	6	10	1	-	-	-	-	509	134	285
	49%	51%	36%	45%	31%	40%	9%	-	-	-	-	100%	37%	55%
		b										abc	a	
I can't remember	50	45	2	-	2	-	-	-	-	-	-	-	11	8
	5%	5%	2%	-	12%	-	-	-	-	-	-	-	3%	1%
NET: Heard of	474	396	77	35	10	15	10	7	474	207	267	-	213	227
	46%	44%	62%	55%	57%	60%	91%	100%	100%	100%	100%	-	60%	44%
		a							d	d	d		b	

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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

	France regions												
Total	Île-de-France	Champagne-Ardenne	Picardie	Haute-Normandie	Centre	Basse Normandie	Bourgogne	Nord-Pas-de-Calais	Lorraine	Alsace	Franche-Comté	Pays de la Loire	
1037	205	19	33	29	44	23	26	68	40	29	17	62	
1034	194	22	31	30	42	24	27	66	39	30	19	59	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
276	51	2	15	9	11	4	8	8	6	9	2	13	
27%	26%	10%	48%	30%	26%	17%	30%	12%	15%	30%	12%	23%	
208	43	6	3	4	7	4	1	17	9	6	5	14	
20%	22%	27%	9%	13%	17%	17%	4%	26%	24%	18%	23%	23%	
127	22	6	2	4	9	3	5	7	6	4	2	5	
12%	11%	26%	6%	14%	23%	13%	19%	11%	15%	14%	12%	8%	
113	21	2	4	4	2	3	5	11	4	1	2	5	
11%	11%	10%	13%	15%	5%	12%	20%	17%	10%	4%	12%	8%	
73	18	-	2	-	4	2	1	6	5	6	-	5	
7%	9%	-	6%	-	9%	9%	4%	9%	12%	18%	-	8%	
13	4	-	-	-	-	-	-	2	1	-	1	2	
1%	2%	-	-	-	-	-	-	3%	2%	-	6%	3%	
224	36	6	6	8	8	7	6	15	8	5	7	16	
22%	18%	27%	18%	27%	20%	31%	22%	22%	21%	16%	35%	26%	

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BASE: All respondents

	France regions										Gender	
Total	Bretagne	Poitou Charentes	Aquitaine	Midi-Pyrénées	Limousin	Rhône-Alpes	Auvergne	Languedoc-Roussillon	Provence-Alpes-Côte d'Azur	Corse	Male	Female
	a	*b	c	d	*e	f	*g	h	i	*j	a	b
1037	56	21	55	43	6	104	23	46	83	5	487	547
1034	53	29	53	48	12	103	22	44	81	5	500	534
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
276	12	12	12	18	8	33	6	10	24	1	151	125
27%	23%	43%	23%	38%	67%	32%	26%	22%	30%	21%	30% b	23%
208	18	4	14	8	2	14	3	13	11	2	96	112
20%	34% fi	14%	26%	17%	17%	13%	13%	30% fi	14%	40%	19%	21%
127	6	3	7	4	-	15	-	8	7	2	64	63
12%	11%	10%	13%	9%	-	15%	-	17%	9%	39%	13%	12%
113	7	1	8	2	-	9	3	3	14	-	58	56
11%	14%	5%	15%	5%	-	9%	14%	7%	17%	-	12%	10%
73	3	1	5	3	-	6	-	3	3	-	35	38
7%	5%	5%	9%	7%	-	6%	-	7%	4%	-	7%	7%
13	-	-	-	-	-	2	-	-	1	-	12	1
1%	-	-	-	-	-	2%	-	-	1%	-	2% b	*
224	7	7	7	11	2	24	10	7	20	-	85	140
22%	13%	24%	14%	24%	17%	24%	47%	17%	25%	-	17%	26% a

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BASE: All respondents

	Total	Age						Age		
		18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted Total	1037	106	145	165	173	174	274	251	338	448
Total	1034	108	159	165	178	165	259	267	343	424
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Cultured meat	276	16	32	37	55	50	87	48	92	136
	27%	15%	20%	22%	31% ab	30% ab	33% abc	18%	27% a	32% a
Cell-based meat	208	29	29	45	31	32	42	59	76	73
	20%	27% f	18%	27% df	18%	19%	16%	22%	22%	17%
Cultivated meat	127	11	25	15	21	24	30	36	36	55
	12%	10%	16%	9%	12%	15%	12%	14%	11%	13%
Clean meat	113	22	24	22	19	16	10	46	41	26
	11%	20% def	15% f	14% f	10% f	10% f	4% f	17% c	12% c	6%
Slaughter-free meat	73	10	12	12	13	10	15	23	25	25
	7%	10%	8%	7%	7%	6%	6%	8%	7%	6%
Other	13	-	2	-	-	2	8	2	-	10
	1%	-	1%	-	-	1%	3% cd	1%	-	2% b
Don't know	224	19	34	34	39	31	67	54	73	98
	22%	18%	22%	21%	22%	19%	26%	20%	21%	23%

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BASE: All respondents

	Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'	
	Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products											
Total			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
1037	901	126	65	18	24	11	8	471	205	266	516	355	527
1034	900	124	63	18	24	11	7	474	207	267	509	358	521
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
276	247	26	16	5	4	2	-	152	70	81	123	112	148
27%	27%	21%	25%	27%	16%	17%	-	32% d	34% d	30%	24%	31%	28%
208	176	30	19	1	5	1	4	100	43	57	104	63	125
20%	20%	24%	30% a	5%	20%	10%	55%	21%	21%	21%	20%	17%	24% a
127	116	12	6	2	2	1	-	56	23	34	69	43	65
12%	13%	9%	10%	11%	10%	9%	-	12%	11%	13%	14%	12%	13%
113	94	19	5	4	6	2	2	66	24	42	40	69	31
11%	10%	15%	8%	19%	26%	18%	30%	14% d	12%	16% d	8%	19% b	6%
73	54	17	6	3	3	4	1	38	20	18	32	39	29
7%	6%	13% a	9%	17%	12%	37%	15%	8%	10%	7%	6%	11% b	6%
13	11	1	1	-	-	-	-	8	7	1	5	2	10
1%	1%	1%	2%	-	-	-	-	2%	3% cd	*	1%	1%	2%
224	201	19	10	4	4	1	-	55	20	35	136	30	113
22%	22%	16%	16%	22%	17%	9%	-	12%	10%	13%	27% abc	8%	22% a

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

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

BASE: All respondents

			France regions											
		Total	Île-de-France	Champagne-Ardenne	Picardie	Haute-Normandie	Centre	Basse Normandie	Bourgogne	Nord-Pas-de-Calais	Lorraine	Alsace	Franche-Comté	Pays de la Loire
Unweighted Total		1037	205	19	33	29	44	23	26	68	40	29	17	62
Total		1034	194	22	31	30	42	24	27	66	39	30	19	59
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely	(4.0)	100	19	4	3	3	3	2	1	13	3	2	2	6
		10%	10%	16%	9%	11%	7%	8%	4%	20%	8%	7%	12%	10%
Fairly likely	(3.0)	258	49	2	7	6	10	5	6	18	11	10	1	15
		25%	25%	10%	22%	21%	25%	23%	24%	28%	28%	32%	6%	26%
Fairly unlikely	(2.0)	190	40	1	6	5	8	4	5	7	8	9	6	14
		18%	21%	5%	19%	17%	18%	18%	20%	10%	20%	31%	30%	23%
Very unlikely	(1.0)	331	60	6	9	9	15	7	9	17	12	5	8	15
		32%	31%	26%	30%	31%	36%	30%	33%	26%	32%	16%	40%	25%
Don't know		155	26	9	6	6	6	5	5	10	5	4	2	9
		15%	13%	42%	20%	20%	15%	21%	19%	15%	13%	13%	12%	16%
NET: Likely		358	68	6	10	9	13	7	7	32	14	12	4	21
		35%	35%	26%	31%	31%	31%	31%	28%	48%	36%	39%	18%	36%
NET: Unlikely		521	101	7	15	15	23	12	14	24	20	14	13	29
		50%	52%	32%	49%	48%	54%	48%	53%	36%	51%	48%	70%	48%
Base for stats		879	169	13	25	24	36	19	22	56	33	26	17	50
Mean Score		2.15	2.16	2.28	2.12	2.14	2.03	2.12	1.98	2.50	2.14	2.35	1.89	2.24
Standard Deviation		1.052	1.041	1.344	1.060	1.106	1.024	1.065	.962	1.171	1.028	.895	1.066	1.018
Standard Error		.035	.078	.405	.208	.231	.166	.251	.210	.154	.174	.179	.275	.141
Error variance		*	.01	.16	.04	.05	.03	.06	.04	.02	.03	.03	.08	.02

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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	France regions										Gender	
			Bretagne	Poitou Charentes	Aquitaine	Midi-Pyrénées	Limousin	Rhône-Alpes	Auvergne	Languedoc-Roussillon	Provence-Alpes-Côte d'Azur	Corse	Male	Female
Significance Level: 95%			a	*b	c	d	*e	f	*g	h	i	*j	a	b
Unweighted Total		1037	56	21	55	43	6	104	23	46	83	5	487	547
Total		1034	53	29	53	48	12	103	22	44	81	5	500	534
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely	(4.0)	100	5	-	5	2	-	10	4	8	5	-	50	51
		10%	9%	-	9%	5%	-	10%	18%	18% i	6%	-	10%	10%
Fairly likely	(3.0)	258	8	11	16	14	4	28	3	7	24	2	129	128
		25%	14%	38%	30%	29%	33%	27%	14%	15%	30% a	40%	26%	24%
Fairly unlikely	(2.0)	190	10	6	7	13	2	15	5	6	13	1	116	74
		18%	18%	19%	13%	26%	16%	15%	21%	13%	16%	17%	23% b	14%
Very unlikely	(1.0)	331	28	11	22	12	4	34	6	17	22	2	147	184
		32%	53% dfi	38%	41%	26%	33%	33%	26%	39%	27%	42%	29%	34%
Don't know		155	3	1	4	7	2	16	5	7	17	-	58	97
		15%	5%	5%	7%	14%	17%	16%	21%	15%	21% ac	-	12%	18% a
NET: Likely		358	12	11	21	16	4	38	7	15	29	2	179	179
		35%	24%	38%	38%	34%	33%	37%	32%	33%	36%	40%	36%	33%
NET: Unlikely		521	38	17	29	25	6	49	10	23	35	3	263	258
		50%	71% fhi	57%	54%	52%	50%	48%	47%	52%	43%	60%	53%	48%
Base for stats		879	50	28	50	41	10	87	17	37	64	5	442	437
		2.15	1.79	2.00	2.07	2.15	2.00	2.16 a	2.31	2.15	2.19 a	1.98	2.19	2.10
Standard Deviation		1.052	1.039	.911	1.075	.931	.943	1.077	1.185	1.224	1.011	1.012	1.021	1.083
Standard Error		.035	.143	.204	.151	.153	.422	.115	.279	.196	.124	.452	.049	.051
Error variance		*	.02	.04	.02	.02	.18	.01	.08	.04	.02	.20	*	*

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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

		Age						Age			
		Total	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%			a	b	c	d	e	f	a	b	c
Unweighted Total		1037	106	145	165	173	174	274	251	338	448
Total		1034	108	159	165	178	165	259	267	343	424
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely	(4.0)	100	23	20	14	18	13	13	43	32	26
		10%	21%	12%	8%	10%	8%	5%	16%	9%	6%
			cdef	f		f			bc		
Fairly likely	(3.0)	258	34	45	49	44	36	49	79	93	85
		25%	31%	29%	30%	25%	22%	19%	30%	27%	20%
			f	f	f				c	c	
Fairly unlikely	(2.0)	190	21	29	29	36	22	53	50	65	76
		18%	19%	18%	18%	20%	14%	21%	19%	19%	18%
Very unlikely	(1.0)	331	12	38	48	53	69	111	49	102	180
		32%	11%	24%	29%	30%	42%	43%	18%	30%	42%
				a	a	a	abcd	abcd		a	ab
Don't know		155	19	28	25	27	25	32	47	52	57
		15%	17%	18%	15%	15%	15%	13%	17%	15%	13%
NET: Likely		358	57	65	63	63	49	62	122	125	111
		35%	53%	41%	38%	35%	30%	24%	46%	36%	26%
			cdef	ef	f	f			bc	c	
NET: Unlikely		521	33	66	77	89	92	164	99	166	256
		50%	30%	42%	47%	50%	55%	63%	37%	48%	60%
				a	a	ab	abcd		a	ab	
Base for stats		879	89	131	140	152	141	226	221	291	367
Mean Score		2.15	2.76	2.36	2.20	2.18	1.95	1.84	2.52	2.19	1.88
			bcdef	ef	ef	f			bc	c	
Standard Deviation		1.052	.982	1.054	1.028	1.049	1.060	.956	1.043	1.037	.997
Standard Error		.035	.105	.096	.087	.086	.087	.062	.072	.061	.051
Error variance		*	.01	.01	.01	.01	.01	*	.01	*	*

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

BASE: All respondents

		Diet							Awareness of 'new category meat'				Likeliness of trying 'new category meat'	
		Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexetarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	NET: Likely	NET: Unlikely
		Total												
		a	b	c	*d	*e	*f	*g	a	b	c	d	a	b
Significance Level: 95%														
Unweighted Total		1037	126	65	18	24	11	8	471	205	266	516	355	527
Total		1034	124	63	18	24	11	7	474	207	267	509	358	521
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely	(4.0)	100	18	11	4	3	-	-	64	38	26	33	100	-
		10%	9%	15%	21%	12%	-	-	13%	18%	10%	7%	28%	-
				a					d	cd			b	
Fairly likely	(3.0)	258	35	16	2	10	6	1	149	59	91	101	258	-
		25%	24%	25%	12%	39%	55%	13%	31%	28%	34%	20%	72%	-
									d	d	d		b	
Fairly unlikely	(2.0)	190	24	11	4	5	2	2	90	33	57	99	-	190
		18%	18%	17%	23%	20%	18%	30%	19%	16%	21%	19%	-	36%
													a	
Very unlikely	(1.0)	331	36	21	4	5	3	4	137	68	70	187	-	331
		32%	33%	33%	21%	19%	27%	57%	29%	33%	26%	37%	-	64%
												ac	a	
Don't know		155	11	5	4	2	-	-	34	10	24	90	-	-
		15%	16%	8%	23%	8%	-	-	7%	5%	9%	18%	-	-
			b								abc			
NET: Likely		358	53	27	6	13	6	1	213	97	117	134	358	-
		35%	33%	43%	33%	52%	55%	13%	45%	47%	44%	26%	100%	-
			a						d	d	d		b	
NET: Unlikely		521	60	31	8	10	5	6	227	101	127	285	-	521
		50%	51%	49%	44%	40%	45%	87%	48%	49%	47%	56%	-	100%
											ac		a	
Base for stats		879	113	58	14	22	11	7	441	197	243	419	358	521
Mean Score		2.15	2.30	2.30	2.42	2.49	2.28	1.55	2.32	2.34	2.30	1.95	3.28	1.36
									d	d	d		b	
Standard Deviation		1.052	1.089	1.149	1.200	.996	.906	.763	1.064	1.141	.999	1.002	.450	.482
Standard Error		.035	.102	.148	.321	.212	.273	.270	.051	.082	.064	.049	.024	.021
Error variance		*	.01	.02	.10	.05	.07	.07	*	.01	*	*	*	*

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

BASE: All respondents

		Total	Very important	Fairly important	Fairly unimportant	Very unimportant	Don't know	NET: Important	NET: Unimportant
Unweighted Total	-	-	-	-	-	-	-	-	-
Taste	1034	598	355	43	11	27	953	54	
	100%	58%	34%	4%	1%	3%	92%	5%	
Food safety (i.e. the likelihood of catching food borne diseases)	1034	613	331	45	16	29	944	61	
	100%	59%	32%	4%	2%	3%	91%	6%	
Health and nutrition	1034	539	392	67	13	24	931	79	
	100%	52%	38%	6%	1%	2%	90%	8%	
The welfare of animals	1034	525	375	89	15	29	901	104	
	100%	51%	36%	9%	1%	3%	87%	10%	
The environment	1034	440	440	108	20	26	880	128	
	100%	43%	43%	10%	2%	3%	85%	12%	
Cost	1034	434	444	112	15	30	877	127	
	100%	42%	43%	11%	1%	3%	85%	12%	
Convenience	1034	213	473	255	24	69	686	279	
	100%	21%	46%	25%	2%	7%	66%	27%	

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

BASE: All respondents

	France regions												
Total	Île-de-France	Champagne-Ardenne	Picardie	Haute-Normandie	Centre	Basse Normandie	Bourgogne	Nord-Pas-de-Calais	Lorraine	Alsace	Franche-Comté	Pays de la Loire	
1037	205	19	33		29	44	23		68	40	29	17	62
1034	194	22	31		30	42	24		66	39	30	19	59
100%	100%	100%	100%		100%	100%	100%		100%	100%	100%	100%	100%
953	177	19	28		28	41	21		61	37	30	16	55
92%	91%	84%	91%		93%	98%	86%	100%	92%	95%	100%	82%	93%
944	175	18	29		28	40	21		59	36	29	16	53
91%	90%	84%	94%		93%	95%	87%	92%	89%	93%	96%	82%	90%
931	172	17	26		27	42	22		60	34	27	16	53
90%	89%	79%	84%		89%	100%	91%	96%	91%	89%	89%	82%	90%
901	165	20	27		25	36	21		59	34	29	10	52
87%	85%	89%	85%		82%	86%	86%	92%	89%	89%	96%	53%	89%
880	167	18	26		26	35	21		57	34	30	12	50
85%	86%	84%	82%		86%	84%	87%	96%	86%	88%	100%	65%	85%
877	163	17	26		27	40	21		57	34	27	12	47
85%	84%	79%	81%		89%	95%	87%	93%	86%	87%	89%	65%	80%
686	126	14	25		20	26	15		55	26	20	7	43
66%	65%	63%	79%		66%	61%	64%	81%	83%	67%	65%	36%	73%

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

BASE: All respondents

	France regions											Gender	
	Total	Bretagne	Poitou Charentes	Aquitaine	Midi-Pyrénées	Limousin	Rhône-Alpes	Auvergne	Languedoc-Roussillon	Provence-Alpes-Côte d'Azur	Corse	Male	Female
Significance Level: 95%		a	*b	c	d	*e	f	*g	h	i	*j	a	b
Unweighted Total	1037	56	21	55	43	6	104	23	46	83	5	487	547
Total	1034	53	29	53	48	12	103	22	44	81	5	500	534
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Taste	953	51	21	48	48	12	96	21	41	71	5	459	494
	92%	96%	72%	91%	100% ci	100%	93%	96%	94%	88%	100%	92%	93%
Food safety (i.e. the likelihood of catching food borne diseases)	944	49	24	50	46	12	98	20	39	71	5	452	492
	91%	93%	81%	94%	98%	100%	95%	90%	89%	88%	100%	90%	92%
Health and nutrition	931	45	26	49	45	10	95	21	42	70	5	443	488
	90%	85%	91%	91%	95%	83%	92%	96%	96%	87%	100%	89%	91%
The welfare of animals	901	46	22	47	43	12	91	20	38	73	5	420	480
	87%	87%	76%	89%	90%	100%	88%	92%	87%	91%	100%	84%	90% a
The environment	880	42	20	44	41	12	90	18	36	69	4	414	466
	85%	80%	67%	83%	85%	100%	87%	83%	83%	86%	78%	83%	87% a
Cost	877	49	22	45	43	12	82	21	37	66	3	411	466
	85%	93% f	76%	85%	91%	100%	80%	96%	84%	82%	60%	82%	87% a
Convenience	686	33	14	40	28	8	65	17	23	54	5	318	367
	66%	63%	48%	75% h	59%	67%	63%	79%	53%	67%	100%	64%	69%

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

BASE: All respondents

	Total	Age						Age		
		18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted Total	1037	106	145	165	173	174	274	251	338	448
Total	1034	108	159	165	178	165	259	267	343	424
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Taste	953	82	145	146	171	160	250	227	317	410
	92%	76%	91%	89%	96%	97%	97%	85%	92%	97%
			a	a	ac	abc	abc		a	ab
Food safety (i.e. the likelihood of catching food borne diseases)	944	92	140	146	160	158	248	232	306	406
	91%	85%	88%	89%	90%	96%	96%	87%	89%	96%
						abcd	abcd			ab
Health and nutrition	931	84	141	144	156	157	250	224	300	407
	90%	78%	88%	88%	87%	95%	97%	84%	87%	96%
			a	a	a	abcd	abcd			ab
The welfare of animals	901	88	133	141	157	150	232	221	297	383
	87%	82%	83%	86%	88%	91%	90%	83%	87%	90%
						ab	a			a
The environment	880	84	132	138	156	150	220	216	294	370
	85%	78%	83%	84%	87%	91%	85%	81%	86%	87%
					a	abc				a
Cost	877	81	133	136	149	144	235	214	285	379
	85%	75%	83%	82%	84%	87%	91%	80%	83%	89%
						a	abcd			ab
Convenience	686	61	103	124	120	116	161	165	244	277
	66%	57%	65%	75%	67%	71%	62%	62%	71%	65%
				af		a			a	

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

BASE: All respondents

		Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'	
		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													
Significance Level: 95%		a	b	c	*d	*e	*f	*g	a	b	c	d	a	b
Unweighted Total	1037	901	126	65	18	24	11	8	471	205	266	516	355	527
Total	1034	900	124	63	18	24	11	7	474	207	267	509	358	521
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Taste	953	837	109	60	14	20	9	6	443	197	246	475	335	489
	92%	93%	88%	95%	76%	83%	82%	85%	94%	95%	92%	93%	94%	94%
Food safety (i.e. the likelihood of catching food borne diseases)	944	829	107	58	14	21	10	4	433	192	242	474	328	486
	91%	92%	86%	92%	75%	88%	91%	55%	91%	93%	90%	93%	92%	93%
		b												
Health and nutrition	931	815	110	59	16	22	10	3	427	189	239	467	322	475
	90%	90%	89%	93%	87%	91%	91%	40%	90%	91%	89%	92%	90%	91%
The welfare of animals	901	787	108	55	16	21	11	5	409	178	231	453	321	448
	87%	87%	87%	87%	88%	86%	100%	68%	86%	86%	86%	89%	90%	86%
The environment	880	771	103	55	14	21	8	5	410	182	228	431	308	443
	85%	86%	83%	87%	76%	88%	73%	71%	86%	88%	85%	85%	86%	85%
Cost	877	781	90	52	11	17	8	2	391	175	217	450	312	441
	85%	87%	73%	82%	58%	72%	72%	27%	83%	84%	81%	88% ac	87%	85%
		b												
Convenience	686	597	86	46	10	20	9	1	326	157	169	329	251	336
	66%	66%	69%	72%	56%	84%	83%	13%	69%	76% cd	63%	65%	70%	64%

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

BASE: All respondents

	France regions												
Total	Île-de-France	Champagne-Ardenne	Picardie	Haute-Normandie	Centre	Basse Normandie	Bourgogne	Nord-Pas-de-Calais	Lorraine	Alsace	Franche-Comté	Pays de la Loire	
1037	205	19	33	29	44	23	26	68	40	29	17	62	
1034	194	22	31	30	42	24	27	66	39	30	19	59	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
128	25	1	5	4	7	2	1	7	5	-	5	7	
12%	13%	5%	15%	14%	16%	9%	4%	10%	12%	-	24%	11%	
104	27	-	2	4	6	3	2	5	3	1	7	4	
10%	14%	-	7%	14%	14%	14%	8%	8%	8%	4%	35%	7%	
61	15	1	1	2	2	3	1	5	3	1	1	3	
6%	7%	5%	3%	7%	5%	13%	4%	8%	7%	4%	6%	5%	
79	21	2	4	3	-	2	1	4	3	3	1	4	
8%	11%	11%	13%	11%	-	9%	4%	6%	8%	11%	6%	7%	
127	25	2	5	3	2	3	2	7	4	3	3	10	
12%	13%	10%	16%	11%	5%	13%	7%	10%	10%	11%	17%	16%	
279	52	6	6	9	15	8	5	7	10	11	10	9	
27%	27%	26%	18%	30%	37%	32%	19%	11%	25%	35%	52%	16%	
54	15	1	2	1	1	3	-	4	2	-	-	2	
5%	8%	5%	7%	4%	2%	14%	-	6%	5%	-	-	3%	

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

BASE: All respondents

	France regions											Gender	
Total	Bretagne	Poitou Charentes	Aquitaine	Midi-Pyrénées	Limousin	Rhône-Alpes	Auvergne	Languedoc-Roussillon	Provence-Alpes-Côte d'Azur	Corse	Male	Female	
	a	*b	c	d	*e	f	*g	h	i	*j	a	b	
1037	56	21	55	43	6	104	23	46	83	5	487	547	
1034	53	29	53	48	12	103	22	44	81	5	500	534	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
128	11	8	6	7	-	9	4	6	8	1	72	55	
12%	20%	28%	11%	15%	-	9%	17%	13%	10%	22%	14%	10%	
	f										b		
104	6	7	4	3	-	8	1	5	5	-	66	38	
10%	11%	24%	8%	7%	-	8%	4%	11%	6%	-	13%	7%	
											b		
61	4	4	3	1	-	2	-	2	6	-	34	27	
6%	7%	14%	6%	2%	-	2%	-	4%	8%	-	7%	5%	
79	8	1	3	2	2	3	1	1	8	-	44	35	
8%	15%	5%	6%	5%	17%	3%	4%	2%	10%	-	9%	7%	
	fh												
127	4	6	7	3	-	17	1	6	11	2	72	55	
12%	7%	19%	13%	7%	-	17%	4%	14%	14%	40%	14%	10%	
											b		
279	18	14	12	19	2	29	2	16	21	-	147	132	
27%	34%	48%	22%	41%	16%	28%	8%	36%	26%	-	29%	25%	
				c									
54	2	7	3	-	-	2	1	2	5	-	29	25	
5%	4%	24%	6%	-	-	2%	4%	4%	6%	-	6%	5%	

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

BASE: All respondents

	Total	Age						Age		
		18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted Total	1037	106	145	165	173	174	274	251	338	448
Total	1034	108	159	165	178	165	259	267	343	424
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The environment	128	20	23	24	15	10	36	43	39	46
	12%	19%	14%	14%	9%	6%	14%	16%	11%	11%
		de	e	e			e	c		
The welfare of animals	104	12	22	18	20	11	21	35	38	32
	10%	11%	14%	11%	11%	7%	8%	13%	11%	8%
			e					c		
Food safety (i.e. the likelihood of catching food borne diseases)	61	9	14	12	15	4	7	23	27	11
	6%	8%	9%	8%	8%	2%	3%	9%	8%	3%
		ef	ef	ef	ef			c	c	
Health and nutrition	79	20	16	15	21	5	2	36	36	7
	8%	18%	10%	9%	12%	3%	1%	13%	10%	2%
		cef	ef	ef	ef	f		c	c	
Cost	127	19	20	22	26	19	21	38	48	40
	12%	17%	12%	14%	15%	12%	8%	14%	14%	9%
		f			f			c	c	
Convenience	279	27	45	35	45	41	86	72	80	127
	27%	25%	28%	21%	25%	25%	33%	27%	23%	30%
							c			b
Taste	54	19	11	13	5	2	4	30	18	7
	5%	17%	7%	8%	3%	1%	2%	11%	5%	2%
		bcdef	ef	def				bc	c	

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

BASE: All respondents

		Diet							Awareness of 'new category meat'				Likeliness of trying 'new category meat'	
		Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexetarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	NET: Likely	NET: Unlikely
	Total													
Significance Level: 95%		a	b	c	*d	*e	*f	*g	a	b	c	d	a	b
Unweighted Total	1037	901	126	65	18	24	11	8	471	205	266	516	355	527
Total	1034	900	124	63	18	24	11	7	474	207	267	509	358	521
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The environment	128 12%	105 12%	20 16%	7 12%	4 24%	3 12%	3 27%	2 29%	59 12%	21 10%	38 14%	64 13%	49 14%	71 14%
The welfare of animals	104 10%	89 10%	13 11%	6 10%	1 6%	3 14%	- -	2 32%	58 12% d	25 12%	33 12%	42 8%	34 10%	62 12%
Food safety (i.e. the likelihood of catching food borne diseases)	61 6%	47 5%	14 11% a	3 5%	5 25%	2 8%	1 9%	3 45%	34 7%	13 6%	20 8%	22 4%	26 7%	29 6%
Health and nutrition	79 8%	65 7%	13 11%	3 5%	2 13%	2 9%	1 9%	4 60%	40 8%	16 7%	25 9%	34 7%	33 9%	41 8%
Cost	127 12%	99 11%	28 22% a	8 13%	7 36%	7 28%	2 19%	4 56%	74 16% d	30 14%	45 17% d	49 10%	41 12%	74 14%
Convenience	279 27%	243 27%	32 26%	14 23%	6 34%	4 16%	2 17%	5 73%	130 27% b	42 20%	89 33% b	142 28% b	90 25%	161 31%
Taste	54 5%	42 5%	11 9%	1 2%	4 19%	4 17%	1 9%	1 15%	24 5%	6 3%	18 7%	26 5%	20 6%	26 5%

Public perceptions on meat production and consumption - France - 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

			France regions											
		Total	Île-de-France	Champagne-Ardenne	Picardie	Haute-Normandie	Centre	Basse Normandie	Bourgogne	Nord-Pas-de-Calais	Lorraine	Alsace	Franche-Comté	Pays de la Loire
Unweighted Total		1037	205	19	33	29	44	23	26	68	40	29	17	62
Total		1034	194	22	31	30	42	24	27	66	39	30	19	59
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	440	80	9	13	13	15	11	10	36	12	11	3	29
		43%	41%	42%	42%	41%	36%	47%	38%	55%	30%	35%	18%	48%
Fairly important	(3.0)	440	88	9	13	13	20	10	16	21	22	20	9	22
		43%	45%	42%	40%	44%	47%	40%	58%	32%	58%	65%	47%	37%
Fairly unimportant	(2.0)	108	19	1	5	3	6	2	-	5	5	-	2	6
		10%	10%	5%	15%	11%	14%	9%	-	8%	12%	-	12%	10%
Very unimportant	(1.0)	20	6	-	-	1	1	-	1	2	-	-	2	1
		2%	3%	-	-	4%	2%	-	4%	3%	-	-	12%	2%
Don't know		26	2	2	1	-	-	1	-	2	-	-	2	2
		3%	1%	11%	3%	-	-	4%	-	3%	-	-	12%	3%
NET: Important		880	167	18	26	26	35	21	26	57	34	30	12	50
		85%	86%	84%	82%	86%	84%	87%	96%	86%	88%	100%	65%	85%
NET: Unimportant		128	25	1	5	4	7	2	1	7	5	-	5	7
		12%	13%	5%	15%	14%	16%	9%	4%	10%	12%	-	24%	11%
Base for stats		1008	192	20	31	30	42	23	27	64	39	30	17	57
Mean Score		3.29	3.25	3.41	3.27	3.24	3.18	3.39	3.29	3.43	3.18	3.35	2.80	3.36
Standard Deviation		.733	.755	.618	.727	.795	.757	.667	.691	.766	.635	.485	.942	.737
Standard Error		.023	.053	.150	.128	.148	.114	.142	.136	.094	.100	.090	.243	.095
Error variance		*	*	.02	.02	.02	.01	.02	.02	.01	.01	.01	.06	.01

Public perceptions on meat production and consumption - France - 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

			France regions										Gender	
		Total	Bretagne	Poitou Charentes	Aquitaine	Midi-Pyrénées	Limousin	Rhône-Alpes	Auvergne	Languedoc-Roussillon	Provence-Alpes-Côte d'Azur	Corse	Male	Female
Significance Level: 95%			a	*b	c	d	*e	f	*g	h	i	*j	a	b
Unweighted Total		1037	56	21	55	43	6	104	23	46	83	5	487	547
Total		1034	53	29	53	48	12	103	22	44	81	5	500	534
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	440	23	7	22	19	8	50	8	21	40	1	193	247
		43%	43%	24%	41%	41%	67%	48%	35%	47%	49%	21%	39%	46% a
Fairly important	(3.0)	440	20	13	22	21	4	40	11	15	29	3	221	219
		43%	37%	43%	42%	45%	33%	39%	49%	35%	37%	58%	44%	41%
Fairly unimportant	(2.0)	108	11	7	5	6	-	9	4	5	7	1	65	43
		10%	20% f	23%	10%	12%	-	9%	17%	11%	9%	22%	13% b	8%
Very unimportant	(1.0)	20	-	1	1	1	-	-	-	1	1	-	8	12
		2%	-	5%	2%	3%	-	-	-	2%	1%	-	2%	2%
Don't know		26	-	1	3	-	-	4	-	2	3	-	14	12
		3%	-	5%	5%	-	-	4%	-	4%	4%	-	3%	2%
NET: Important		880	42	20	44	41	12	90	18	36	69	4	414	466
		85%	80%	67%	83%	85%	100%	87%	83%	83%	86%	78%	83%	87% a
NET: Unimportant		128	11	8	6	7	-	9	4	6	8	1	72	55
		12%	20% f	28%	11%	15%	-	9%	17%	13%	10%	22%	14% b	10%
Base for stats		1008	53	28	51	48	12	99	22	42	77	5	486	522
Mean Score		3.29	3.23	2.91	3.30	3.24	3.67	3.41	3.18	3.34	3.39	2.99	3.23	3.34 a
Standard Deviation		.733	.767	.845	.734	.764	.492	.656	.710	.774	.717	.725	.734	.729
Standard Error		.023	.103	.189	.102	.117	.201	.066	.148	.117	.080	.324	.034	.032
Error variance		*	.01	.04	.01	.01	.04	*	.02	.01	.01	.10	*	*

Public perceptions on meat production and consumption - France - 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

		Age						Age			
		Total	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%			a	b	c	d	e	f	a	b	c
Unweighted Total		1037	106	145	165	173	174	274	251	338	448
Total		1034	108	159	165	178	165	259	267	343	424
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	440	54	66	70	75	71	104	120	145	176
		43%	50%	41%	42%	42%	43%	40%	45%	42%	41%
Fairly important	(3.0)	440	30	66	68	81	79	116	96	149	195
		43%	28%	42%	41%	45%	48%	45%	36%	43%	46%
			a	a	a	a	a	a			a
Fairly unimportant	(2.0)	108	15	20	20	13	7	34	35	32	41
		10%	14%	12%	12%	7%	4%	13%	13%	9%	10%
			e	e	e			e			
Very unimportant	(1.0)	20	5	3	4	2	3	2	8	7	5
		2%	5%	2%	3%	1%	2%	1%	3%	2%	1%
			f								
Don't know		26	3	4	3	7	5	3	8	10	8
		3%	3%	3%	2%	4%	3%	1%	3%	3%	2%
NET: Important		880	84	132	138	156	150	220	216	294	370
		85%	78%	83%	84%	87%	91%	85%	81%	86%	87%
					a	abc					a
NET: Unimportant		128	20	23	24	15	10	36	43	39	46
		12%	19%	14%	14%	9%	6%	14%	16%	11%	11%
			de	e	e			e	c		
Base for stats		1008	105	155	161	171	160	256	259	333	416
Mean Score		3.29	3.28	3.25	3.26	3.34	3.36	3.26	3.26	3.30	3.30
Standard Deviation		.733	.886	.761	.770	.677	.656	.709	.812	.723	.690
Standard Error		.023	.087	.064	.060	.053	.050	.043	.052	.040	.033
Error variance		*	.01	*	*	*	*	*	*	*	*

Public perceptions on meat production and consumption - France - 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

		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		1037	126	65	18	24	11	8	471	205	266	516	355	527
Total		1034	124	63	18	24	11	7	474	207	267	509	358	521
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	440	68	36	10	13	6	3	198	96	102	216	164	216
		43%	55% a	57% a	53%	54%	56%	42%	42%	46%	38%	42%	46%	41%
Fairly important	(3.0)	440	35	19	4	8	2	2	212	86	126	215	144	227
		43%	28% bc	30%	23%	34%	17%	29%	45%	42%	47%	42%	40%	44%
Fairly unimportant	(2.0)	108	14	5	3	3	2	1	47	17	29	57	42	59
		10%	11%	8%	16%	12%	18%	14%	10%	8%	11%	11%	12%	11%
Very unimportant	(1.0)	20	6	2	1	-	1	1	13	4	9	7	7	11
		2%	4% a	3%	8%	-	9%	15%	3%	2%	3%	1%	2%	2%
Don't know		26	1	1	-	-	-	-	5	4	1	14	1	7
		3%	1%	2%	-	-	-	-	1%	2%	*	3% ac	*	1%
NET: Important		880	103	55	14	21	8	5	410	182	228	431	308	443
		85%	83%	87%	76%	88%	73%	71%	86%	88%	85%	85%	86%	85%
NET: Unimportant		128	20	7	4	3	3	2	59	21	38	64	49	71
		12%	16%	12%	24%	12%	27%	29%	12%	10%	14%	13%	14%	14%
Base for stats		1008	123	62	18	24	11	7	469	203	266	495	357	513
Mean Score		3.29	3.35	3.43	3.22	3.41	3.20	2.98	3.27	3.35	3.21	3.29	3.30	3.26
Standard Deviation		.733	.856	.788	1.003	.716	1.080	1.165	.747	.719	.764	.723	.752	.747
Standard Error		.023	.077	.099	.236	.146	.326	.412	.035	.051	.047	.032	.040	.033
Error variance		*	.01	.01	.06	.02	.11	.17	*	*	*	*	*	*

Public perceptions on meat production and consumption - France - 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

			France regions											
		Total	Île-de-France	Champagne-Ardenne	Picardie	Haute-Normandie	Centre	Basse Normandie	Bourgogne	Nord-Pas-de-Calais	Lorraine	Alsace	Franche-Comté	Pays de la Loire
Unweighted Total		1037	205	19	33	29	44	23	26	68	40	29	17	62
Total		1034	194	22	31	30	42	24	27	66	39	30	19	59
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	525	94	14	15	14	19	14	14	38	16	14	3	35
		51%	48%	64%	48%	48%	45%	59%	54%	57%	43%	45%	17%	60%
Fairly important	(3.0)	375	70	6	12	10	17	7	10	21	18	16	7	17
		36%	36%	26%	37%	34%	41%	27%	39%	32%	47%	51%	36%	29%
Fairly unimportant	(2.0)	89	23	-	2	4	5	3	2	4	2	1	5	4
		9%	12%	-	7%	14%	12%	14%	8%	6%	5%	4%	23%	7%
Very unimportant	(1.0)	15	4	-	-	-	1	-	-	1	1	-	2	-
		1%	2%	-	-	-	2%	-	-	1%	3%	-	12%	-
Don't know		29	3	2	3	1	-	-	-	2	1	-	2	3
		3%	2%	11%	8%	3%	-	-	-	3%	3%	-	12%	5%
NET: Important		901	165	20	27	25	36	21	25	59	34	29	10	52
		87%	85%	89%	85%	82%	86%	86%	92%	89%	89%	96%	53%	89%
NET: Unimportant		104	27	-	2	4	6	3	2	5	3	1	7	4
		10%	14%	-	7%	14%	14%	14%	8%	8%	8%	4%	35%	7%
Base for stats		1005	192	20	29	29	42	24	27	64	37	30	17	56
Mean Score		3.40	3.33	3.71	3.46	3.35	3.29	3.45	3.46	3.50	3.33	3.41	2.66	3.56
Standard Deviation		.713	.765	.464	.637	.737	.762	.739	.647	.686	.713	.572	.970	.628
Standard Error		.022	.054	.113	.116	.139	.115	.154	.127	.084	.114	.106	.250	.082
Error variance		*	*	.01	.01	.02	.01	.02	.02	.01	.01	.01	.06	.01

Public perceptions on meat production and consumption - France - 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

			France regions										Gender	
		Total	Bretagne	Poitou Charentes	Aquitaine	Midi-Pyrénées	Limousin	Rhône-Alpes	Auvergne	Languedoc-Roussillon	Provence-Alpes-Côte d'Azur	Corse	Male	Female
Significance Level: 95%			a	*b	c	d	*e	f	*g	h	i	*j	a	b
Unweighted Total		1037	56	21	55	43	6	104	23	46	83	5	487	547
Total		1034	53	29	53	48	12	103	22	44	81	5	500	534
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	525	22	8	27	24	6	59	11	25	49	3	216	310
		51%	41%	29%	50%	50%	50%	57%	48%	57%	61% a	64%	43%	58% a
Fairly important	(3.0)	375	24	14	21	19	6	32	10	13	24	2	205	170
		36%	46%	47%	39%	40%	50%	31%	43%	30%	30%	36%	41% b	32%
Fairly unimportant	(2.0)	89	5	7	3	3	-	6	1	4	4	-	55	33
		9%	9%	24%	6%	7%	-	6%	4%	9%	5%	-	11% b	6%
Very unimportant	(1.0)	15	1	-	1	-	-	2	-	1	1	-	10	5
		1%	2%	-	2%	-	-	2%	-	2%	1%	-	2%	1%
Don't know		29	1	-	2	1	-	4	1	1	2	-	14	16
		3%	2%	-	4%	2%	-	4%	4%	2%	3%	-	3%	3%
NET: Important		901	46	22	47	43	12	91	20	38	73	5	420	480
		87%	87%	76%	89%	90%	100%	88%	92%	87%	91%	100%	84%	90% a
NET: Unimportant		104	6	7	4	3	-	8	1	5	5	-	66	38
		10%	11%	24%	8%	7%	-	8%	4%	11%	6%	-	13% b	7%
Base for stats		1005	52	29	51	46	12	99	21	43	78	5	486	518
Mean Score		3.40	3.29	3.05	3.41	3.44	3.50	3.49	3.46	3.45	3.54 a	3.64	3.29	3.51 a
Standard Deviation		.713	.722	.737	.708	.636	.522	.712	.593	.751	.664	.534	.749	.660
Standard Error		.022	.097	.161	.097	.098	.213	.071	.126	.112	.074	.239	.034	.029
Error variance		*	.01	.03	.01	.01	.05	.01	.02	.01	.01	.06	*	*

Public perceptions on meat production and consumption - France - 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

		Age						Age			
		Total	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%			a	b	c	d	e	f	a	b	c
Unweighted Total		1037	106	145	165	173	174	274	251	338	448
Total		1034	108	159	165	178	165	259	267	343	424
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	525	59	75	79	93	88	131	134	172	219
		51%	55%	47%	48%	52%	53%	51%	50%	50%	52%
Fairly important	(3.0)	375	29	57	62	63	63	101	87	125	164
		36%	27%	36%	37%	36%	38%	39% a	32%	36%	39%
Fairly unimportant	(2.0)	89	9	20	14	19	8	19	29	33	27
		9%	8%	13% e	8%	11% e	5%	7%	11% c	9%	6%
Very unimportant	(1.0)	15	3	2	4	1	3	2	5	5	5
		1%	3%	1%	2%	1%	2%	1%	2%	1%	1%
Don't know		29	7	4	6	2	4	6	12	8	10
		3%	7% df	3%	4%	1%	2%	2%	4%	2%	2%
NET: Important		901	88	133	141	157	150	232	221	297	383
		87%	82%	83%	86%	88%	91% ab	90% a	83%	87%	90% a
NET: Unimportant		104	12	22	18	20	11	21	35	38	32
		10%	11%	14% e	11%	11%	7%	8%	13% c	11%	8%
Base for stats		1005	101	155	159	176	161	253	255	335	414
Mean Score		3.40	3.43	3.33	3.36	3.41	3.46	3.43	3.37	3.39	3.44
Standard Deviation		.713	.788	.756	.748	.703	.678	.663	.769	.724	.668
Standard Error		.022	.079	.064	.059	.054	.052	.041	.050	.040	.032
Error variance		*	.01	*	*	*	*	*	*	*	*

Public perceptions on meat production and consumption - France - 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

			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
Significance Level: 95%		a	b	c	*d	*e	*f	*g	a	b	c	d	a	b	
Unweighted Total		1037	901	126	65	18	24	11	8	471	205	266	516	355	527
Total		1034	900	124	63	18	24	11	7	474	207	267	509	358	521
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	525	447	73	35	11	17	7	4	231	110	121	269	205	245
		51%	50%	59% a	55%	58%	69%	64%	55%	49%	53%	45%	53% c	57% b	47%
Fairly important	(3.0)	375	340	34	20	6	4	4	1	178	68	110	184	116	204
		36%	38% b	28%	32%	30%	17%	36%	14%	37%	33%	41%	36%	32% a	39%
Fairly unimportant	(2.0)	89	78	9	3	1	3	-	1	51	21	30	35	31	52
		9%	9%	7%	5%	6%	14%	-	16%	11% d	10%	11% d	7%	9%	10%
Very unimportant	(1.0)	15	11	4	3	-	-	-	1	7	4	3	7	3	10
		1%	1%	3%	5% a	-	-	-	15%	2%	2%	1%	1%	1%	2%
Don't know		29	24	3	2	1	-	-	-	7	4	3	14	3	10
		3%	3%	2%	3%	6%	-	-	-	1%	2%	1%	3%	1%	2%
NET: Important		901	787	108	55	16	21	11	5	409	178	231	453	321	448
		87%	87%	87%	87%	88%	86%	100%	68%	86%	86%	86%	89%	90%	86%
NET: Unimportant		104	89	13	6	1	3	-	2	58	25	33	42	34	62
		10%	10%	11%	10%	6%	14%	-	32%	12% d	12%	12%	8%	10%	12%
Base for stats		1005	876	121	61	17	24	11	7	467	203	264	496	355	511
Mean Score		3.40	3.40	3.46	3.42	3.55	3.55	3.64	3.08	3.35	3.40	3.32	3.44	3.47	3.34
													c	b	
Standard Deviation		.713	.702	.781	.812	.632	.739	.503	1.237	.736	.757	.718	.690	.691	.740
Standard Error		.022	.024	.070	.102	.153	.151	.152	.437	.034	.053	.044	.031	.037	.033
Error variance		*	*	*	.01	.02	.02	.02	.19	*	*	*	*	*	*

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

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

BASE: All respondents

			France regions											
		Total	Île-de-France	Champagne-Ardenne	Picardie	Haute-Normandie	Centre	Basse Normandie	Bourgogne	Nord-Pas-de-Calais	Lorraine	Alsace	Franche-Comté	Pays de la Loire
Unweighted Total		1037	205	19	33	29	44	23	26	68	40	29	17	62
Total		1034	194	22	31	30	42	24	27	66	39	30	19	59
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	613	106	10	16	20	23	15	15	47	18	14	10	42
		59%	54%	47%	51%	65%	54%	64%	57%	71%	45%	45%	53%	71%
Fairly important	(3.0)	331	69	8	13	8	17	6	9	12	18	16	6	11
		32%	35%	37%	43%	28%	42%	23%	35%	18%	47%	51%	29%	19%
Fairly unimportant	(2.0)	45	11	1	-	1	2	2	1	3	3	1	1	2
		4%	5%	5%	-	4%	5%	9%	4%	5%	7%	4%	6%	3%
Very unimportant	(1.0)	16	4	-	1	1	-	1	-	2	-	-	-	1
		2%	2%	-	3%	3%	-	4%	-	3%	-	-	-	2%
Don't know		29	5	2	1	-	-	-	1	2	-	-	2	3
		3%	3%	11%	3%	-	-	-	4%	3%	-	-	12%	5%
NET: Important		944	175	18	29	28	40	21	25	59	36	29	16	53
		91%	90%	84%	94%	93%	95%	87%	92%	89%	93%	96%	82%	90%
NET: Unimportant		61	15	1	1	2	2	3	1	5	3	1	1	3
		6%	7%	5%	3%	7%	5%	13%	4%	8%	7%	4%	6%	5%
Base for stats		1005	190	20	31	30	42	24	26	64	39	30	17	56
Mean Score		3.53	3.46	3.47	3.46	3.55	3.49	3.47	3.55	3.62	3.38	3.41	3.53	3.67
Standard Deviation		.660	.698	.624	.682	.737	.594	.842	.590	.737	.625	.575	.641	.638
Standard Error		.021	.049	.151	.121	.137	.090	.176	.118	.091	.099	.107	.166	.083
Error variance		*	*	.02	.01	.02	.01	.03	.01	.01	.01	.01	.03	.01

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

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

BASE: All respondents

			France regions										Gender	
		Total	Bretagne	Poitou Charentes	Aquitaine	Midi-Pyrénées	Limousin	Rhône-Alpes	Auvergne	Languedoc-Roussillon	Provence-Alpes-Côte d'Azur	Corse	Male	Female
Significance Level: 95%			a	*b	c	d	*e	f	*g	h	i	*j	a	b
Unweighted Total		1037	56	21	55	43	6	104	23	46	83	5	487	547
Total		1034	53	29	53	48	12	103	22	44	81	5	500	534
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	613	30	12	34	32	8	65	13	29	50	5	268	345
		59%	57%	43%	63%	67%	66%	63%	56%	66%	62%	100%	54%	65% a
Fairly important	(3.0)	331	19	11	17	15	4	33	8	10	21	-	184	147
		32%	36%	38%	31%	31%	34%	32%	34%	23%	26%	-	37% b	27%
Fairly unimportant	(2.0)	45	4	1	3	-	-	2	-	2	4	-	26	18
		4%	7%	5%	6%	-	-	2%	-	4%	5%	-	5%	3%
Very unimportant	(1.0)	16	-	3	-	1	-	-	-	-	2	-	7	9
		2%	-	9%	-	2%	-	-	-	-	3%	-	1%	2%
Don't know		29	-	1	-	-	-	3	2	3	3	-	14	15
		3%	-	5%	-	-	-	3%	10%	7%	4%	-	3%	3%
NET: Important		944	49	24	50	46	12	98	20	39	71	5	452	492
		91%	93%	81%	94%	98%	100%	95%	90%	89%	88%	100%	90%	92%
NET: Unimportant		61	4	4	3	1	-	2	-	2	6	-	34	27
		6%	7%	14%	6%	2%	-	2%	-	4%	8%	-	7%	5%
Base for stats		1005	53	28	53	48	12	100	20	41	77	5	486	519
Mean Score		3.53	3.49	3.20	3.58	3.62	3.66	3.63	3.62	3.65	3.54	4.00	3.47	3.60 a
Standard Deviation		.660	.638	.942	.604	.627	.493	.526	.497	.574	.723	-	.671	.644
Standard Error		.021	.085	.211	.081	.096	.201	.052	.108	.088	.081	-	.031	.028
Error variance		*	.01	.04	.01	.01	.04	*	.01	.01	.01	-	*	*

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

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

BASE: All respondents

		Age						Age			
		Total	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%			a	b	c	d	e	f	a	b	c
Unweighted Total		1037	106	145	165	173	174	274	251	338	448
Total		1034	108	159	165	178	165	259	267	343	424
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	613	54	97	89	104	110	160	151	193	270
		59%	50%	61%	54%	59%	67% ac	62% a	56%	56%	64% b
Fairly important	(3.0)	331	38	43	57	56	48	88	81	113	136
		32%	35%	27%	35%	31%	29%	34%	30%	33%	32%
Fairly unimportant	(2.0)	45	8	8	10	11	3	5	16	21	8
		4%	7% ef	5%	6% ef	6% ef	2%	2%	6% c	6% c	2%
Very unimportant	(1.0)	16	1	7	2	3	1	2	8	6	3
		2%	1% ef	4% ef	1%	2%	1%	1%	3% c	2%	1%
Don't know		29	7	4	6	4	3	4	12	10	7
		3%	7% def	3%	4%	2%	2%	2%	4% c	3%	2%
NET: Important		944	92	140	146	160	158	248	232	306	406
		91%	85%	88%	89%	90%	96% abcd	96% abcd	87%	89%	96% ab
NET: Unimportant		61	9	14	12	15	4	7	23	27	11
		6%	8% ef	9% ef	8% ef	8% ef	2%	3%	9% c	8% c	3%
Base for stats		1005	100	155	158	174	162	255	255	333	417
Mean Score		3.53	3.44	3.49	3.47	3.50	3.65 abcd	3.59 ac	3.47	3.48	3.61 ab
Standard Deviation		.660	.683	.781	.684	.704	.551	.572	.743	.694	.564
Standard Error		.021	.069	.066	.054	.054	.042	.035	.048	.038	.027
Error variance		*	*	*	*	*	*	*	*	*	*

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

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

BASE: All respondents

		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
Significance Level: 95%														
Unweighted Total		1037	126	65	18	24	11	8	471	205	266	516	355	527
Total		1034	124	63	18	24	11	7	474	207	267	509	358	521
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	613	71	40	10	14	6	2	271	124	147	321	206	325
		59%	60%	63%	53%	56%	56%	28%	57%	60%	55%	63% c	58%	62%
Fairly important	(3.0)	331	35	18	4	8	4	2	162	68	94	153	122	162
		32%	32%	29%	22%	31%	35%	27%	34%	33%	35%	30%	34%	31%
Fairly unimportant	(2.0)	45	9	3	2	2	1	1	25	11	14	19	20	21
		4%	4%	5%	12%	8%	9%	14%	5%	5%	5%	4%	6%	4%
Very unimportant	(1.0)	16	5	-	3	-	-	2	9	2	7	3	6	8
		2%	4% a	-	14%	-	-	32%	2%	1%	2% d	1%	2%	1%
Don't know		29	3	2	-	1	-	-	7	2	5	13	4	5
		3%	3%	3%	-	4%	-	-	2%	1%	2%	3%	1%	1%
NET: Important		944	107	58	14	21	10	4	433	192	242	474	328	486
		91%	86% b	92%	75%	88%	91%	55%	91%	93%	90%	93%	92%	93%
NET: Unimportant		61	14	3	5	2	1	3	34	13	20	22	26	29
		6%	11% a	5%	25%	8%	9%	45%	7%	6%	8%	4%	7%	6%
Base for stats		1005	121	61	18	23	11	7	467	205	262	496	354	515
Mean Score		3.53	3.43	3.60	3.14	3.51	3.47	2.51	3.49	3.53	3.46	3.60 ac	3.49	3.56
Standard Deviation		.660	.802	.592	1.114	.659	.687	1.289	.685	.649	.712	.598	.679	.647
Standard Error		.021	.072	.075	.263	.137	.207	.456	.032	.046	.044	.027	.036	.028
Error variance		*	.01	.01	.07	.02	.04	.21	*	*	*	*	*	*

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

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

BASE: All respondents

			France regions											
		Total	Île-de-France	Champagne-Ardenne	Picardie	Haute-Normandie	Centre	Basse Normandie	Bourgogne	Nord-Pas-de-Calais	Lorraine	Alsace	Franche-Comté	Pays de la Loire
Unweighted Total		1037	205	19	33	29	44	23	26	68	40	29	17	62
Total		1034	194	22	31	30	42	24	27	66	39	30	19	59
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	539	95	9	18	13	20	10	13	42	12	12	10	32
		52%	49%	43%	56%	43%	48%	43%	49%	63%	32%	39%	53%	54%
Fairly important	(3.0)	392	77	8	9	14	22	12	13	18	22	15	6	22
		38%	40%	36%	27%	46%	52%	48%	47%	27%	57%	50%	29%	36%
Fairly unimportant	(2.0)	67	17	2	4	3	-	2	1	4	1	3	-	4
		6%	9%	11%	13%	11%	-	9%	4%	6%	3%	11%	-	7%
Very unimportant	(1.0)	13	4	-	-	-	-	-	-	-	2	-	1	-
		1%	2%	-	-	-	-	-	-	-	6%	-	6%	-
Don't know		24	2	2	1	-	-	-	-	2	1	-	2	2
		2%	1%	11%	3%	-	-	-	-	3%	2%	-	12%	3%
NET: Important		931	172	17	26	27	42	22	26	60	34	27	16	53
		90%	89%	79%	84%	89%	100%	91%	96%	91%	89%	89%	82%	90%
NET: Unimportant		79	21	2	4	3	-	2	1	4	3	3	1	4
		8%	11%	11%	13%	11%	-	9%	4%	6%	8%	11%	6%	7%
Base for stats		1010	193	20	31	30	42	24	27	64	38	30	17	57
Mean Score		3.44	3.36	3.36	3.44	3.33	3.48	3.34	3.44	3.59	3.19	3.28	3.46	3.48
Standard Deviation		.674	.728	.703	.734	.673	.506	.649	.587	.613	.750	.658	.839	.630
Standard Error		.021	.051	.171	.130	.125	.076	.135	.115	.075	.120	.122	.217	.081
Error variance		*	*	.03	.02	.02	.01	.02	.01	.01	.01	.01	.05	.01

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

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

BASE: All respondents

		Total	France regions										Gender	
			Bretagne	Poitou Charentes	Aquitaine	Midi-Pyrénées	Limousin	Rhône-Alpes	Auvergne	Languedoc-Roussillon	Provence-Alpes-Côte d'Azur	Corse	Male	Female
Significance Level: 95%			a	*b	c	d	*e	f	*g	h	i	*j	a	b
Unweighted Total		1037	56	21	55	43	6	104	23	46	83	5	487	547
Total		1034	53	29	53	48	12	103	22	44	81	5	500	534
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	539	26	13	29	29	8	58	11	29	46	5	253	286
		52%	48%	43%	54%	62%	66%	56%	48%	66%	57%	100%	51%	54%
Fairly important	(3.0)	392	20	14	20	16	2	37	10	13	25	-	191	202
		38%	37%	48%	37%	33%	17%	36%	47%	30%	31%	-	38%	38%
Fairly unimportant	(2.0)	67	8	1	2	1	2	3	1	1	5	-	37	30
		6%	15%	5%	4%	3%	17%	3%	4%	2%	6%	-	7%	6%
			dfh											
Very unimportant	(1.0)	13	-	-	1	1	-	-	-	-	3	-	8	5
		1%	-	-	2%	2%	-	-	-	-	4%	-	2%	1%
			f											
Don't know		24	-	1	2	-	-	5	-	1	2	-	12	11
		2%	-	5%	3%	-	-	5%	-	2%	3%	-	2%	2%
NET: Important		931	45	26	49	45	10	95	21	42	70	5	443	488
		90%	85%	91%	91%	95%	83%	92%	96%	96%	87%	100%	89%	91%
NET: Unimportant		79	8	1	3	2	2	3	1	1	8	-	44	35
		8%	15%	5%	6%	5%	17%	3%	4%	2%	10%	-	9%	7%
			fh											
Base for stats		1010	53	28	52	48	12	98	22	43	78	5	487	523
Mean Score		3.44	3.34	3.40	3.48	3.54	3.50	3.56	3.44	3.65	3.44	4.00	3.41	3.47
			a					a		a				
Standard Deviation		.674	.724	.593	.673	.676	.799	.563	.589	.527	.789	-	.697	.651
Standard Error		.021	.097	.133	.092	.103	.326	.057	.123	.079	.088	-	.032	.028
Error variance		*	.01	.02	.01	.01	.11	*	.02	.01	.01	-	*	*

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

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

BASE: All respondents

		Age						Age			
		Total	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%			a	b	c	d	e	f	a	b	c
Unweighted Total		1037	106	145	165	173	174	274	251	338	448
Total		1034	108	159	165	178	165	259	267	343	424
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	539	49	80	76	88	90	156	129	164	246
		52%	45%	50%	46%	50%	54%	60% acd	48%	48%	58% ab
Fairly important	(3.0)	392	35	60	68	67	67	94	96	136	161
		38%	32%	38%	42%	38%	41%	36%	36%	40%	38%
Fairly unimportant	(2.0)	67	14	13	13	20	5	2	26	33	7
		6%	13% ef	8% f	8% f	11% ef	3% f	1%	10% c	10% c	2%
Very unimportant	(1.0)	13	6	3	2	1	-	-	10	3	-
		1%	6% cdef	2% f	1%	1%	-	-	4% bc	1% c	-
Don't know		24	4	2	5	2	3	7	7	7	10
		2%	4%	1%	3%	1%	2%	3%	2%	2%	2%
NET: Important		931	84	141	144	156	157	250	224	300	407
		90%	78%	88% a	88% a	87% a	95% abcd	97% abcd	84%	87%	96% ab
NET: Unimportant		79	20	16	15	21	5	2	36	36	7
		8%	18% cef	10% ef	9% ef	12% ef	3% f	1%	13% c	10% c	2%
Base for stats		1010	104	157	159	176	162	252	260	336	414
Mean Score		3.44	3.22	3.39	3.37	3.38	3.52 acd	3.61 abcd	3.32	3.37	3.58 ab
Standard Deviation		.674	.894	.730	.693	.703	.564	.504	.802	.697	.529
Standard Error		.021	.089	.061	.055	.054	.043	.031	.051	.038	.025
Error variance		*	.01	*	*	*	*	*	*	*	*

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

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

BASE: All respondents

			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
Significance Level: 95%		a	b	c	*d	*e	*f	*g	a	b	c	d	a	b	
Unweighted Total		1037	901	126	65	18	24	11	8	471	205	266	516	355	527
Total		1034	900	124	63	18	24	11	7	474	207	267	509	358	521
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	539	465	68	37	13	13	5	-	240	114	126	271	181	282
		52%	52%	55%	59%	69%	54%	47%	-	51%	55%	47%	53%	51%	54%
Fairly important	(3.0)	392	350	41	22	3	9	5	3	187	75	113	196	141	193
		38%	39%	33%	34%	18%	37%	44%	40%	40%	36%	42%	39%	39%	37%
Fairly unimportant	(2.0)	67	58	8	2	1	2	-	2	33	13	19	31	27	38
		6%	6%	6%	3%	8%	9%	-	28%	7%	6%	7%	6%	8%	7%
Very unimportant	(1.0)	13	7	5	1	1	-	1	2	7	2	5	3	6	3
		1%	1%	4%	2%	6%	-	9%	32%	2%	1%	2%	1%	2%	1%
Don't know			a												
		24	21	1	1	-	-	-	-	7	3	4	8	3	5
		2%	2%	1%	2%	-	-	-	-	1%	1%	1%	2%	1%	1%
NET: Important		931	815	110	59	16	22	10	3	427	189	239	467	322	475
		90%	90%	89%	93%	87%	91%	91%	40%	90%	91%	89%	92%	90%	91%
NET: Unimportant		79	65	13	3	2	2	1	4	40	16	25	34	33	41
		8%	7%	11%	5%	13%	9%	9%	60%	8%	7%	9%	7%	9%	8%
Base for stats		1010	880	123	62	18	24	11	7	467	204	263	501	355	515
Mean Score		3.44	3.45	3.40	3.53	3.50	3.46	3.29	2.08	3.41	3.47	3.37	3.47	3.40	3.46
Standard Deviation		.674	.654	.799	.662	.884	.663	.905	.907	.692	.667	.709	.640	.706	.658
Standard Error		.021	.022	.071	.083	.208	.135	.273	.321	.032	.047	.044	.028	.038	.029
Error variance		*	*	.01	.01	.04	.02	.07	.10	*	*	*	*	*	*

Public perceptions on meat production and consumption - France - 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

			France regions											
		Total	Île-de-France	Champagne-Ardenne	Picardie	Haute-Normandie	Centre	Basse Normandie	Bourgogne	Nord-Pas-de-Calais	Lorraine	Alsace	Franche-Comté	Pays de la Loire
Unweighted Total		1037	205	19	33	29	44	23	26	68	40	29	17	62
Total		1034	194	22	31	30	42	24	27	66	39	30	19	59
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	434	79	10	15	14	17	8	13	32	16	9	7	24
		42%	41%	47%	47%	46%	41%	35%	47%	49%	42%	31%	36%	41%
Fairly important	(3.0)	444	83	7	11	13	23	13	12	25	17	18	6	23
		43%	43%	32%	34%	44%	54%	52%	46%	37%	45%	58%	29%	40%
Fairly unimportant	(2.0)	112	21	2	5	2	2	3	2	5	4	3	3	9
		11%	11%	10%	16%	7%	5%	13%	7%	7%	10%	11%	17%	15%
Very unimportant	(1.0)	15	4	-	-	1	-	-	-	2	-	-	-	1
		1%	2%	-	-	3%	-	-	-	3%	-	-	-	2%
Don't know		30	7	2	1	-	-	-	-	2	1	-	3	2
		3%	4%	11%	3%	-	-	-	-	3%	3%	-	18%	3%
NET: Important		877	163	17	26	27	40	21	25	57	34	27	12	47
		85%	84%	79%	81%	89%	95%	87%	93%	86%	87%	89%	65%	80%
NET: Unimportant		127	25	2	5	3	2	3	2	7	4	3	3	10
		12%	13%	10%	16%	11%	5%	13%	7%	10%	10%	11%	17%	16%
Base for stats		1004	188	20	31	30	42	24	27	64	37	30	16	57
Mean Score		3.29	3.27	3.41	3.32	3.31	3.36	3.21	3.40	3.37	3.33	3.20	3.22	3.23
Standard Deviation		.721	.741	.708	.751	.765	.579	.674	.628	.761	.666	.628	.796	.773
Standard Error		.023	.053	.172	.133	.142	.087	.141	.123	.094	.107	.117	.213	.100
Error variance		*	*	.03	.02	.02	.01	.02	.02	.01	.01	.01	.05	.01

Public perceptions on meat production and consumption - France - 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

			France regions										Gender	
		Total	Bretagne	Poitou Charentes	Aquitaine	Midi-Pyrénées	Limousin	Rhône-Alpes	Auvergne	Languedoc-Roussillon	Provence-Alpes-Côte d'Azur	Corse	Male	Female
Significance Level: 95%			a	*b	c	d	*e	f	*g	h	i	*j	a	b
Unweighted Total		1037	56	21	55	43	6	104	23	46	83	5	487	547
Total		1034	53	29	53	48	12	103	22	44	81	5	500	534
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	434	24	13	26	18	8	39	9	19	33	1	201	233
		42%	45%	43%	49%	38%	67%	37%	39%	44%	41%	21%	40%	44%
Fairly important	(3.0)	444	25	10	19	25	4	44	13	18	33	2	210	233
		43%	48%	33%	36%	53%	33%	43%	57%	40%	42%	39%	42%	44%
Fairly unimportant	(2.0)	112	3	4	5	3	-	17	1	6	8	2	63	49
		11%	6%	14%	9%	7%	-	17% a	4%	14%	10%	40%	13%	9%
Very unimportant	(1.0)	15	1	1	2	-	-	-	-	-	3	-	9	6
		1%	2%	5%	4%	-	-	-	-	-	4% f	-	2%	1%
Don't know		30	-	1	1	1	-	3	-	1	3	-	16	13
		3%	-	5%	2%	2%	-	3%	-	2%	4%	-	3%	3%
NET: Important		877	49	22	45	43	12	82	21	37	66	3	411	466
		85%	93% f	76%	85%	91%	100%	80%	96%	84%	82%	60%	82%	87% a
NET: Unimportant		127	4	6	7	3	-	17	1	6	11	2	72	55
		12%	7%	19%	13%	7%	-	17%	4%	14%	14%	40%	14% b	10%
Base for stats		1004	53	28	52	46	12	100	22	43	77	5	484	521
Mean Score		3.29	3.36	3.20	3.33	3.32	3.67	3.21	3.34	3.31	3.24	2.80	3.25	3.33
Standard Deviation		.721	.674	.887	.804	.606	.491	.722	.570	.709	.802	.841	.750	.692
Standard Error		.023	.090	.198	.109	.093	.200	.072	.119	.106	.090	.376	.035	.030
Error variance		*	.01	.04	.01	.01	.04	.01	.01	.01	.01	.14	*	*

Public perceptions on meat production and consumption - France - 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

		Age						Age			
		Total	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%			a	b	c	d	e	f	a	b	c
Unweighted Total		1037	106	145	165	173	174	274	251	338	448
Total		1034	108	159	165	178	165	259	267	343	424
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	434	38	74	82	74	61	105	111	156	166
		42%	35%	46%	50% ae	42%	37%	41%	42%	46%	39%
Fairly important	(3.0)	444	43	59	54	75	83	129	102	129	212
		43%	40%	37%	33%	42%	50% bc	50% bc	38%	38%	50% ab
Fairly unimportant	(2.0)	112	15	18	18	24	17	19	33	42	36
		11%	14%	12%	11%	13% f	10%	7%	12%	12%	9%
Very unimportant	(1.0)	15	4	1	4	2	2	2	5	6	4
		1%	4% f	1%	3%	1%	1%	1%	2%	2%	1%
Don't know		30	8	7	6	3	2	3	15	9	5
		3%	8% def	4% f	4%	2%	1%	1%	6% c	3%	1%
NET: Important		877	81	133	136	149	144	235	214	285	379
		85%	75%	83%	82%	84%	87% a	91% abcd	80%	83%	89% ab
NET: Unimportant		127	19	20	22	26	19	21	38	48	40
		12%	17% f	12%	14%	15% f	12%	8%	14% c	14% c	9%
Base for stats		1004	100	152	158	175	163	256	252	334	419
Mean Score		3.29	3.15	3.35	3.35	3.26	3.25	3.32 a	3.27	3.30	3.29
Standard Deviation		.721	.822	.719	.790	.735	.685	.642	.766	.761	.660
Standard Error		.023	.083	.061	.063	.056	.052	.039	.050	.042	.031
Error variance		*	.01	*	*	*	*	*	*	*	*

Public perceptions on meat production and consumption - France - 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

		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		1037	126	65	18	24	11	8	471	205	266	516	355	527
Total		1034	124	63	18	24	11	7	474	207	267	509	358	521
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	434 42%	399 44% bc	30 24%	16 25%	6 31%	7 30%	- - 13%	180 38%	82 40%	98 37%	230 45% ac	154 43%	206 40%
Fairly important	(3.0)	444 43%	381 42%	60 49%	37 58% a	5 27%	10 42%	8 72%	211 45%	93 45%	119 44%	220 43%	158 44%	235 45%
Fairly unimportant	(2.0)	112 11%	91 10%	21 17% a	8 13%	4 23%	4 16%	2 19%	64 13% d	26 12%	38 14% d	46 9%	38 11%	64 12%
Very unimportant	(1.0)	15 1%	9 1%	6 5% a	- -	2 13%	3 12%	- - 15%	10 2% d	4 2%	6 2% d	3 1%	3 1%	10 2%
Don't know		30 3%	20 2%	6 5% a	3 5%	1 6%	- -	1 9%	9 2%	3 1%	5 2%	10 2%	5 1%	6 1%
NET: Important		877 85%	781 87% b	90 73%	52 82%	11 58%	17 72%	8 72%	391 83%	175 84%	217 81%	450 88% ac	312 87%	441 85%
NET: Unimportant		127 12%	99 11%	28 22% a	8 13%	7 36%	7 28%	2 19%	74 16% d	30 14%	45 17% d	49 10%	41 12%	74 14%
Base for stats		1004	880	118	60	17	24	10	466	204	262	499	353	515
Mean Score		3.29	3.33 bc	2.96	3.13	2.81	2.90	2.79	3.20	3.24	3.18	3.36 abc	3.31	3.24
Standard Deviation		.721	.699	.809	.619	1.080	.983	.428	.756	.742	.768	.670	.698	.739
Standard Error		.023	.024	.074	.079	.262	.201	.135	.035	.052	.048	.030	.037	.032
Error variance		*	*	.01	.01	.07	.04	.02	*	*	*	*	*	*

Public perceptions on meat production and consumption - France - 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

			France regions											
		Total	Île-de-France	Champagne-Ardenne	Picardie	Haute-Normandie	Centre	Basse Normandie	Bourgogne	Nord-Pas-de-Calais	Lorraine	Alsace	Franche-Comté	Pays de la Loire
Unweighted Total		1037	205	19	33	29	44	23	26	68	40	29	17	62
Total		1034	194	22	31	30	42	24	27	66	39	30	19	59
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	213	40	5	6	4	7	3	6	27	6	6	3	15
		21%	20%	21%	18%	14%	17%	12%	23%	41%	15%	18%	18%	25%
Fairly important	(3.0)	473	87	9	19	16	18	13	16	28	20	14	3	28
		46%	45%	42%	61%	52%	44%	52%	58%	42%	52%	47%	18%	48%
Fairly unimportant	(2.0)	255	47	3	6	8	15	8	5	7	10	9	10	7
		25%	24%	16%	18%	27%	37%	32%	19%	11%	25%	31%	52%	13%
Very unimportant	(1.0)	24	5	2	-	1	-	-	-	-	-	1	-	2
		2%	2%	10%	-	3%	-	-	-	-	-	4%	-	3%
Don't know		69	17	2	1	1	1	1	-	4	3	-	2	7
		7%	9%	11%	3%	4%	2%	4%	-	6%	8%	-	12%	11%
NET: Important		686	126	14	25	20	26	15	22	55	26	20	7	43
		66%	65%	63%	79%	66%	61%	64%	81%	83%	67%	65%	36%	73%
NET: Unimportant		279	52	6	6	9	15	8	5	7	10	11	10	9
		27%	27%	26%	18%	30%	37%	32%	19%	11%	25%	35%	52%	16%
Base for stats		965	178	20	31	29	41	23	27	62	36	30	17	52
Mean Score		2.91	2.91	2.83	3.00	2.80	2.80	2.80	3.04	3.33	2.89	2.80	2.61	3.07
Standard Deviation		.760	.766	.946	.618	.738	.727	.659	.659	.675	.660	.790	.829	.760
Standard Error		.024	.056	.229	.109	.139	.111	.141	.129	.084	.108	.147	.214	.102
Error variance		*	*	.05	.01	.02	.01	.02	.02	.01	.01	.02	.05	.01

Public perceptions on meat production and consumption - France - 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

			France regions										Gender		
		Total	Bretagne	Poitou Charentes	Aquitaine	Midi-Pyrénées	Limousin	Rhône-Alpes	Auvergne	Languedoc-Roussillon	Provence-Alpes-Côte d'Azur	Corse	Male	Female	
Significance Level: 95%			a	*b	c	d	*e	f	*g	h	i	*j	a	b	
Unweighted Total		1037	56	21	55	43	6	104	23	46	83	5	487	547	
Total		1034	53	29	53	48	12	103	22	44	81	5	500	534	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	213	10	3	15	8	-	22	6	5	16	1	91	121	
		21%	18%	10%	28% h	17%	-	21%	26%	11%	20%	21%	18%	23%	
Fairly important		(3.0)	473	23	11	25	20	8	43	12	18	37	4	227	246
			46%	45%	38%	47%	43%	67%	42%	53%	42%	46%	79%	45%	46%
Fairly unimportant		(2.0)	255	16	13	10	18	2	25	2	15	19	-	133	121
			25%	30%	43%	18%	38% c	16%	24%	8%	34%	23%	-	27%	23%
Very unimportant	(1.0)	24	2	1	2	1	-	4	-	1	2	-	14	11	
		2%	4%	5%	4%	2%	-	4%	-	2%	3%	-	3%	2%	
Don't know		69	2	1	2	-	2	9	3	5	6	-	34	35	
		7%	3%	5%	3%	-	17%	9% d	13%	11% d	8%	-	7%	7%	
NET: Important			686	33	14	40	28	8	65	17	23	54	5	318	367
			66%	63%	48%	75% h	59%	67%	63%	79%	53%	67%	100%	64%	69%
NET: Unimportant			279	18	14	12	19	2	29	2	16	21	-	147	132
			27%	34%	48%	22% c	41% c	16%	28%	8%	36%	26% -	-	29% -	25%
Base for stats			965	51	28	52	48	10	94	19	39	74	5	465	499
Mean Score			2.91	2.80	2.55	3.02 h	2.74	2.80	2.88	3.20	2.69	2.92	3.21	2.85	2.96 a
Standard Deviation			.760	.791	.754	.799	.766	.420	.814	.612	.718	.763	.450	.762	.755
Standard Error			.024	.108	.169	.110	.117	.188	.084	.137	.112	.087	.201	.036	.033
Error variance			*	.01	.03	.01	.01	.04	.01	.02	.01	.01	.04	*	*

Public perceptions on meat production and consumption - France - 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

		Age						Age			
		Total	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%			a	b	c	d	e	f	a	b	c
Unweighted Total		1037	106	145	165	173	174	274	251	338	448
Total		1034	108	159	165	178	165	259	267	343	424
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	213	27	39	42	36	32	37	66	78	69
		21%	25%	25%	26%	20%	19%	14%	25%	23%	16%
			f	f	f				c	c	
Fairly important	(3.0)	473	34	64	82	85	84	124	99	166	208
		46%	32%	40%	50%	47%	51%	48%	37%	48%	49%
					a	a	a	a		a	a
Fairly unimportant	(2.0)	255	25	41	31	41	37	81	66	72	117
		25%	23%	25%	19%	23%	22%	31%	25%	21%	28%
							ce			b	
Very unimportant	(1.0)	24	2	4	4	4	4	6	6	8	10
		2%	2%	3%	2%	2%	3%	2%	2%	2%	2%
Don't know		69	20	11	6	13	8	12	31	19	20
		7%	18%	7%	4%	7%	5%	5%	11%	6%	5%
			bcdef						bc		
NET: Important		686	61	103	124	120	116	161	165	244	277
		66%	57%	65%	75%	67%	71%	62%	62%	71%	65%
					af		a			a	
NET: Unimportant		279	27	45	35	45	41	86	72	80	127
		27%	25%	28%	21%	25%	25%	33%	27%	23%	30%
							c			b	
Base for stats		965	88	148	158	165	157	247	237	324	404
Mean Score		2.91	2.98	2.93	3.02	2.92	2.91	2.78	2.95	2.97	2.83
			f		f					c	
Standard Deviation		.760	.830	.808	.750	.749	.737	.720	.815	.750	.729
Standard Error		.024	.089	.070	.059	.059	.057	.045	.055	.042	.035
Error variance		*	.01	*	*	*	*	*	*	*	*

Public perceptions on meat production and consumption - France - 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

			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
Significance Level: 95%			a	b	c	*d	*e	*f	*g	a	b	c	d	a	b
Unweighted Total		1037	901	126	65	18	24	11	8	471	205	266	516	355	527
Total		1034	900	124	63	18	24	11	7	474	207	267	509	358	521
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important		(4.0)	213	182	29	15	6	7	-	94	52	41	106	90	91
			21%	20%	23%	23%	32%	30%	-	20%	25% c	16%	21%	25% b	18%
Fairly important		(3.0)	473	415	57	31	4	13	9	232	104	128	223	161	244
			46%	46%	46%	49%	23%	54%	83%	49%	50%	48%	44%	45%	47%
Fairly unimportant		(2.0)	255	224	28	14	6	3	2	120	39	82	129	85	143
			25%	25%	22%	21%	34%	12%	17%	25%	19%	31% b	25%	24%	27%
Very unimportant		(1.0)	24	20	4	1	-	1	-	10	3	7	14	5	18
			2%	2%	3%	1%	-	4%	-	2%	1%	3%	3%	1%	4%
Don't know			69	60	6	3	2	-	-	18	9	9	38	17	24
			7%	7%	5%	5%	10%	-	-	4%	4%	3%	7% ac	5%	5%
NET: Important			686	597	86	46	10	20	9	326	157	169	329	251	336
			66%	66%	69%	72%	56%	84%	83%	69%	76% cd	63%	65%	70%	64%
NET: Unimportant			279	243	32	14	6	4	2	130	42	89	142	90	161
			27%	27%	26%	23%	34%	16%	17%	27% b	20%	33% b	28% b	25%	31%
Base for stats			965	840	118	60	17	24	11	456	198	258	471	341	497
Mean Score			2.91	2.90	2.94	2.99	2.98	3.10	2.83	2.90	3.04 acd	2.79	2.89	2.98 b	2.82
Standard Deviation			.760	.753	.787	.734	.889	.776	.399	.739	.718	.737	.777	.757	.767
Standard Error			.024	.026	.072	.093	.222	.158	.120	.035	.051	.046	.036	.041	.034
Error variance			*	*	.01	.01	.05	.03	.01	*	*	*	*	*	*

Public perceptions on meat production and consumption - France - 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

			France regions											
		Total	Île-de-France	Champagne-Ardenne	Picardie	Haute-Normandie	Centre	Basse Normandie	Bourgogne	Nord-Pas-de-Calais	Lorraine	Alsace	Franche-Comté	Pays de la Loire
Unweighted Total		1037	205	19	33	29	44	23	26	68	40	29	17	62
Total		1034	194	22	31	30	42	24	27	66	39	30	19	59
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	598	113	12	19	16	23	14	14	46	24	16	8	36
		58%	58%	53%	60%	51%	54%	60%	52%	70%	62%	52%	41%	61%
Fairly important	(3.0)	355	64	7	10	12	18	6	13	15	13	15	8	19
		34%	33%	32%	31%	41%	44%	27%	48%	23%	33%	48%	41%	32%
Fairly unimportant	(2.0)	43	11	1	1	1	1	3	-	4	1	-	-	2
		4%	6%	5%	3%	4%	2%	14%	-	6%	2%	-	-	3%
Very unimportant	(1.0)	11	4	-	1	-	-	-	-	-	1	-	-	-
		1%	2%	-	3%	-	-	-	-	-	3%	-	-	-
Don't know		27	3	2	1	1	-	-	-	1	-	-	3	2
		3%	1%	11%	3%	4%	-	-	-	2%	-	-	18%	3%
NET: Important		953	177	19	28	28	41	21	27	61	37	30	16	55
		92%	91%	84%	91%	93%	98%	86%	100%	92%	95%	100%	82%	93%
NET: Unimportant		54	15	1	2	1	1	3	-	4	2	-	-	2
		5%	8%	5%	7%	4%	2%	14%	-	6%	5%	-	-	3%
Base for stats		1007	192	20	31	29	42	24	27	65	39	30	16	57
Mean Score		3.53	3.49	3.54	3.51	3.49	3.52	3.46	3.52	3.65	3.54	3.52	3.50	3.60
Standard Deviation		.634	.702	.614	.732	.582	.549	.740	.509	.598	.691	.508	.517	.563
Standard Error		.020	.049	.149	.129	.110	.083	.154	.100	.073	.109	.094	.138	.073
Error variance		*	*	.02	.02	.01	.01	.02	.01	.01	.01	.01	.02	.01

Public perceptions on meat production and consumption - France - 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	France regions										Gender	
			Bretagne	Poitou Charentes	Aquitaine	Midi-Pyrénées	Limousin	Rhône-Alpes	Auvergne	Languedoc-Roussillon	Provence-Alpes-Côte d'Azur	Corse	Male	Female
Significance Level: 95%			a	*b	c	d	*e	f	*g	h	i	*j	a	b
Unweighted Total		1037	56	21	55	43	6	104	23	46	83	5	487	547
Total		1034	53	29	53	48	12	103	22	44	81	5	500	534
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	598	32	15	30	27	10	60	10	26	44	5	288	310
		58%	60%	52%	56%	57%	84%	58%	44%	59%	55%	100%	58%	58%
Fairly important	(3.0)	355	19	6	19	21	2	36	12	15	27	-	171	184
		34%	36%	19%	35%	43%	16%	35%	52%	34%	33%	-	34%	34%
Fairly unimportant	(2.0)	43	2	7	2	-	-	1	1	1	3	-	21	22
		4%	4%	24%	4%	-	-	1%	4%	2%	4%	-	4%	4%
Very unimportant	(1.0)	11	-	-	1	-	-	1	-	1	2	-	9	3
		1%	-	-	2%	-	-	1%	-	2%	3%	-	2%	1%
Don't know		27	-	1	2	-	-	5	-	1	4	-	12	15
		3%	-	5%	3%	-	-	5%	-	2%	5%	-	2%	3%
NET: Important		953	51	21	48	48	12	96	21	41	71	5	459	494
		92%	96%	72%	91%	100% ci	100%	93%	96%	94%	88%	100%	92%	93%
NET: Unimportant		54	2	7	3	-	-	2	1	2	5	-	29	25
		5%	4%	24%	6%	-	-	2%	4%	4%	6%	-	6%	5%
Base for stats		1007	53	28	52	48	12	98	22	43	76	5	488	519
Mean Score		3.53	3.56	3.30	3.49	3.57	3.84	3.58	3.39	3.54	3.48	4.00	3.51	3.55
Standard Deviation		.634	.572	.859	.680	.501	.388	.580	.582	.658	.714	-	.664	.604
Standard Error		.020	.076	.192	.093	.076	.158	.058	.121	.098	.080	-	.030	.026
Error variance		*	.01	.04	.01	.01	.03	*	.01	.01	.01	-	*	*

Public perceptions on meat production and consumption - France - 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

		Age						Age			
		Total	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%			a	b	c	d	e	f	a	b	c
Unweighted Total		1037	106	145	165	173	174	274	251	338	448
Total		1034	108	159	165	178	165	259	267	343	424
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	598	45	86	92	114	103	158	131	206	261
		58%	42%	54%	56%	64%	62%	61%	49%	60%	61%
					a	a	a	a		a	a
Fairly important	(3.0)	355	36	59	53	57	57	92	95	111	149
		34%	34%	37%	32%	32%	35%	35%	36%	32%	35%
Fairly unimportant	(2.0)	43	15	9	9	4	2	4	23	13	7
		4%	14%	5%	5%	2%	1%	2%	9%	4%	2%
			bcdef	f	f				bc		
Very unimportant	(1.0)	11	4	2	4	1	-	-	6	5	-
		1%	4%	1%	2%	1%	-	-	2%	1%	-
			ef		ef				c	c	
Don't know		27	7	3	6	2	3	5	11	8	8
		3%	7%	2%	4%	1%	2%	2%	4%	2%	2%
			def								
NET: Important		953	82	145	146	171	160	250	227	317	410
		92%	76%	91%	89%	96%	97%	97%	85%	92%	97%
				a	a	ac	abc	abc		a	ab
NET: Unimportant		54	19	11	13	5	2	4	30	18	7
		5%	17%	7%	8%	3%	1%	2%	11%	5%	2%
			bcdef	ef	def				bc	c	
Base for stats		1007	101	156	158	176	162	254	256	335	416
Mean Score		3.53	3.22	3.47	3.48	3.61	3.62	3.61	3.37	3.55	3.61
				a	a	ab	abc	abc		a	a
Standard Deviation		.634	.846	.670	.718	.566	.518	.521	.752	.645	.519
Standard Error		.020	.085	.056	.057	.043	.040	.032	.048	.035	.025
Error variance		*	.01	*	*	*	*	*	*	*	*

Public perceptions on meat production and consumption - France - 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

			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													
Total				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		
Significance Level: 95%		a	b	c	*d	*e	*f	*g	a	b	c	d	a	b		
Unweighted Total		1037	901	126	65	18	24	11	8	471	205	266	516	355	527	
Total		1034	900	124	63	18	24	11	7	474	207	267	509	358	521	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important		(4.0)	598	532	62	35	8	13	4	2	279	131	148	294	213	306
			58%	59%	50%	55%	42%	55%	38%	26%	59%	63%	55%	58%	59%	59%
			b													
Fairly important		(3.0)	355	305	48	26	6	7	5	4	164	66	98	181	122	183
			34%	34%	38%	40%	34%	29%	44%	59%	35%	32%	37%	36%	34%	35%
Fairly unimportant		(2.0)	43	33	9	1	4	4	-	-	18	5	13	24	15	22
			4%	4%	7%	2%	19%	17%	-	-	4%	3%	5%	5%	4%	4%
Very unimportant		(1.0)	11	9	2	-	-	-	1	1	6	1	5	2	5	4
			1%	1%	2%	-	-	-	9%	15%	1%	*	2%	*	1%	1%
											d					
Don't know		27	21	4	2	1	-	1	-	7	4	3	8	3	5	
		3%	2%	3%	3%	5%	-	9%	-	1%	2%	1%	2%	1%	1%	
NET: Important		953	837	109	60	14	20	9	6	443	197	246	475	335	489	
		92%	93%	88%	95%	76%	83%	82%	85%	94%	95%	92%	93%	94%	94%	
NET: Unimportant		54	42	11	1	4	4	1	1	24	6	18	26	20	26	
		5%	5%	9%	2%	19%	17%	9%	15%	5%	3%	7%	5%	6%	5%	
Base for stats		1007	879	120	61	18	24	10	7	467	203	264	501	355	515	
Mean Score		3.53	3.55	3.41	3.55	3.25	3.38	3.22	2.95	3.53	3.61	3.47	3.53	3.53	3.53	
			b								c					
Standard Deviation		.634	.621	.702	.538	.789	.770	.919	1.003	.636	.565	.680	.608	.649	.620	
Standard Error		.020	.021	.064	.068	.191	.157	.291	.355	.030	.040	.042	.027	.035	.027	
Error variance		*	*	*	*	.04	.02	.08	.13	*	*	*	*	*	*	

Public perceptions on meat production and consumption - France - 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'

	Total	France regions											
		Île-de-France	Champagne-Ardenne	Picardie	Haute-Normandie	Centre	Basse Normandie	Bourgogne	Nord-Pas-de-Calais	Lorraine	Alsace	Franche-Comté	Pays de la Loire
Unweighted Total	355	71	5	10	9	14	7	7	33	14	11	3	22
Total	358	68	6	10	9	13	7	7	32	14	12	4	21
	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	229	39	3	5	4	10	5	3	14	12	8	2	13
	64%	57%	59%	49%	44%	79%	70%	42%	44%	86%	71%	66%	63%
Reducing my environmental footprint	180	30	3	5	2	8	3	3	12	7	5	4	12
	50%	45%	59%	50%	21%	63%	43%	41%	38%	50%	45%	100%	59%
Eating a safer alternative to traditional meat (i.e. less likely to carry food borne diseases)	151	21	3	4	6	6	1	3	15	7	5	2	8
	42%	31%	59%	39%	66%	49%	13%	43%	47%	51%	46%	66%	36%
Eating a healthier alternative to traditional meat	139	25	4	3	2	6	4	3	8	6	5	4	8
	39%	37%	61%	30%	21%	42%	54%	42%	27%	44%	45%	100%	36%
Seeing the difference between this new category of meat and traditional meat	85	12	4	3	3	4	2	2	7	2	2	2	3
	24%	18%	61%	30%	34%	28%	25%	28%	22%	13%	18%	67%	14%
Other	2	1	-	-	-	-	-	-	-	-	1	-	-
	1%	1%	-	-	-	-	-	-	-	-	9%	-	-
None of these appeal to me	10	2	-	-	1	1	-	1	1	-	-	-	-
	3%	3%	-	-	12%	7%	-	14%	3%	-	-	-	-
Don't know	6	3	-	-	-	-	-	-	1	-	-	-	-
	2%	4%	-	-	-	-	-	-	3%	-	-	-	-

Public perceptions on meat production and consumption - France - 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'

	France regions											Gender	
	Total	Bretagne	Poitou Charentes	Aquitaine	Midi-Pyrénées	Limousin	Rhône-Alpes	Auvergne	Languedoc-Roussillon	Provence-Alpes-Côte d'Azur	Corse	Male	Female
Significance Level: 95%		*a	*b	*c	*d	*e	f	*g	*h	i	*j	a	b
Unweighted Total	355	13	8	21	14	2	37	7	15	30	2	175	179
Total	358	12	11	21	16	4	38	7	15	29	2	179	179
	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	229 64%	8 61%	10 88%	15 71%	13 79%	2 50%	23 62%	3 43%	14 93%	22 77%	1 46%	111 62%	118 66%
Reducing my environmental footprint	180 50%	7 54%	8 74%	9 42%	9 58%	2 50%	24 62%	3 45%	8 54%	15 50%	1 46%	90 50%	91 51%
Eating a safer alternative to traditional meat (i.e. less likely to carry food borne diseases)	151 42%	4 31%	6 50%	11 52%	7 44%	- -	17 45%	1 15%	7 48%	16 56%	- -	74 41%	77 43%
Eating a healthier alternative to traditional meat	139 39%	7 53%	6 50%	8 38%	6 36%	2 50%	14 37%	2 30%	7 49%	10 36%	- -	69 39%	69 39%
Seeing the difference between this new category of meat and traditional meat	85 24%	4 31%	3 25%	2 10%	3 21%	- -	9 25%	2 26%	5 33%	9 30%	2 100%	46 26%	39 22%
Other	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 1%	- -
None of these appeal to me	10 3%	1 8%	- -	- -	- -	2 50%	1 3%	- -	- -	- -	- -	7 4%	3 2%
Don't know	6 2%	- -	- -	1 5%	- -	- -	1 3%	- -	- -	- -	- -	2 1%	4 2%

Public perceptions on meat production and consumption - France - 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'

	Total	Age						Age		
		18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted Total	355	55	59	62	61	52	66	114	123	118
Total	358	57	65	63	63	49	62	122	125	111
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Reducing the number of animals which are farmed and killed for traditional meat production	229 64%	32 57%	39 59%	34 55%	39 63%	34 70%	51 82% abcd	71 58%	74 59%	85 76% ab
Reducing my environmental footprint	180 50%	27 48%	26 40%	31 49%	33 53%	25 50%	39 62% b	53 44%	64 51%	63 57% a
Eating a safer alternative to traditional meat (i.e. less likely to carry food borne diseases)	151 42%	17 30%	31 48%	21 33%	22 35%	27 56% acd	33 54% acd	48 39%	42 34%	61 55% ab
Eating a healthier alternative to traditional meat	139 39%	17 30%	24 37%	23 37%	24 38%	23 48%	27 44%	41 34%	47 38%	51 46%
Seeing the difference between this new category of meat and traditional meat	85 24%	16 28%	14 22%	15 24%	11 17%	16 33%	13 21%	30 25%	26 21%	29 26%
Other	2 1%	- -	- -	- -	1 2%	1 2%	- -	- -	1 1%	1 1%
None of these appeal to me	10 3%	- -	2 3%	- -	5 8% ac	2 4%	1 2%	2 2%	5 4%	3 3%
Don't know	6 2%	3 5%	2 3%	- -	1 2%	- -	- -	5 4% c	1 1%	- -

Public perceptions on meat production and consumption - France - 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'	
	Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products											
Total			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
355	297	53	27	6	12	6	2	209	95	114	135	355	-
358	300	53	27	6	13	6	1	213	97	117	134	358	-
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
229	186	38	22	3	7	5	1	127	57	70	100	229	-
64%	62%	72%	81%	45%	58%	84%	100%	59%	59%	60%	74% abc	64%	-
180	143	34	20	5	6	3	-	109	52	56	70	180	-
50%	48%	64% a	73%	85%	46%	49%	-	51%	54%	48%	52%	50%	-
151	131	17	9	1	4	3	-	87	33	54	61	151	-
42%	44%	32%	33%	18%	32%	50%	-	41%	34%	46%	45%	42%	-
139	115	19	11	1	5	2	-	84	33	51	49	139	-
39%	38%	36%	42%	15%	40%	32%	-	40%	35%	44%	37%	39%	-
85	70	13	7	1	4	-	1	55	28	27	31	85	-
24%	23%	25%	27%	15%	33%	-	100%	26%	29%	23%	23%	24%	-
2	2	-	-	-	-	-	-	-	-	-	2	2	-
1%	1%	-	-	-	-	-	-	-	-	-	2%	1%	-
10	10	-	-	-	-	-	-	7	2	5	1	10	-
3%	3%	-	-	-	-	-	-	3%	2%	4%	1%	3%	-
6	6	-	-	-	-	-	-	1	-	1	4	6	-
2%	2%	-	-	-	-	-	-	1%	-	1%	3%	2%	-

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

Gender

BASE: All respondents

	France regions												
Total	Île-de-France	Champagne-Ardenne	Picardie	Haute-Normandie	Centre	Basse Normandie	Bourgogne	Nord-Pas-de-Calais	Lorraine	Alsace	Franche-Comté	Pays de la Loire	
1037	205	19	33	29	44	23	26	68	40	29	17	62	
1034	194	22	31	30	42	24	27	66	39	30	19	59	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
500	104	2	22	10	22	10	5	35	21	19	12	21	
48%	54%	11%	71%	32%	53%	41%	20%	53%	55%	61%	65%	36%	
534	90	20	9	21	20	14	22	31	17	12	7	38	
52%	46%	89%	29%	68%	47%	59%	80%	47%	45%	39%	35%	64%	
-	-	-	-	-	-	-	-	-	-	-	-	-	
-	-	-	-	-	-	-	-	-	-	-	-	-	
-	-	-	-	-	-	-	-	-	-	-	-	-	
-	-	-	-	-	-	-	-	-	-	-	-	-	
-	-	-	-	-	-	-	-	-	-	-	-	-	
-	-	-	-	-	-	-	-	-	-	-	-	-	

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

Gender

BASE: All respondents

	France regions										Gender	
Total	Bretagne	Poitou Charentes	Aquitaine	Midi-Pyrénées	Limousin	Rhône-Alpes	Auvergne	Languedoc-Roussillon	Provence-Alpes-Côte d'Azur	Corse	Male	Female
	a	*b	c	d	*e	f	*g	h	i	*j	a	b
1037	56	21	55	43	6	104	23	46	83	5	487	547
1034	53	29	53	48	12	103	22	44	81	5	500	534
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
500	22	15	26	22	10	48	9	17	42	4	500	-
48%	41%	53%	48%	46%	83%	47%	41%	38%	52%	83%	100%	-
											b	-
534	31	14	27	26	2	55	13	27	39	1	-	534
52%	59%	47%	52%	54%	17%	53%	59%	62%	48%	17%	-	100%
											a	
-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-

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

Gender

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

Male

Female

Non-binary

In some other way

Prefer not to say

	Age						Age		
Total	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
	a	b	c	d	e	f	a	b	c
1037	106	145	165	173	174	274	251	338	448
1034	108	159	165	178	165	259	267	343	424
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
500	56	49	64	86	83	162	105	150	245
48%	51%	31%	39%	48%	50%	63%	39%	44%	58%
	bc			b	bc	abcde			ab
534	52	110	101	93	82	96	162	193	179
52%	49%	69%	61%	52%	50%	37%	61%	56%	42%
	f	adeb	aef	f	f		c	c	
-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-

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

Gender

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											
	Total			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
Significance Level: 95%		a	b	c	*d	*e	*f	*g	a	b	c	d	a	b
Unweighted Total	1037	901	126	65	18	24	11	8	471	205	266	516	355	527
Total	1034	900	124	63	18	24	11	7	474	207	267	509	358	521
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	500	453	43	21	8	8	3	2	279	121	158	195	179	263
	48%	50% bc	34%	33%	46%	35%	28%	29%	59% d	58% d	59% d	38%	50%	50%
Female	534	447	81	43	10	16	8	5	195	86	109	314	179	258
	52%	50%	66% a	67% a	54%	65%	72%	71%	41%	42%	41%	62% abc	50%	50%
Non-binary	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
In some other way	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Age

BASE: All respondents

	France regions												
	Total	Île-de-France	Champagne-Ardenne	Picardie	Haute-Normandie	Centre	Basse Normandie	Bourgogne	Nord-Pas-de-Calais	Lorraine	Alsace	Franche-Comté	Pays de la Loire
Unweighted Total	1037	205	19	33	29	44	23	26	68	40	29	17	62
Total	1034	194	22	31	30	42	24	27	66	39	30	19	59
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
18-24	108	24	5	2	3	2	1	1	8	3	-	2	13
	10%	12%	21%	6%	11%	5%	5%	4%	13%	8%	-	12%	22%
25-34	159	34	8	2	7	7	5	5	13	5	4	2	7
	15%	17%	38%	7%	22%	16%	19%	17%	19%	14%	12%	12%	12%
35-44	165	34	2	2	4	6	3	2	11	7	3	5	8
	16%	18%	10%	6%	14%	13%	13%	8%	16%	17%	11%	24%	13%
45-54	178	31	5	9	6	5	4	4	14	9	7	-	7
	17%	16%	21%	29%	21%	11%	18%	16%	21%	23%	22%	-	11%
55-64	165	30	2	6	6	6	9	6	10	4	9	6	6
	16%	15%	10%	20%	19%	15%	36%	22%	15%	10%	30%	29%	11%
65+	259	42	-	10	4	16	2	9	10	11	8	4	18
	25%	22%	-	31%	13%	39%	8%	32%	15%	28%	26%	23%	30%
NET: 18-34	267	57	13	4	10	9	6	6	21	8	4	5	20
	26%	30%	59%	13%	33%	21%	24%	21%	32%	22%	12%	24%	34%
NET: 35-54	343	65	7	11	11	10	8	7	25	16	10	5	14
	33%	33%	31%	35%	35%	25%	31%	24%	37%	40%	33%	24%	24%
NET: 55+	424	72	2	16	10	23	11	15	20	15	17	10	24
	41%	37%	10%	52%	32%	54%	45%	55%	30%	38%	56%	52%	41%
Base for stats	1034	194	22	31	30	42	24	27	66	39	30	19	59
Mean Score	48.18	46.83	35.33	53.79	43.44	52.96	47.69	53.25	44.35	48.89	53.82	49.57	46.05
Standard Deviation	16.973	17.139	11.775	14.500	15.573	16.203	15.213	16.233	15.970	16.638	13.325	18.713	19.476
Standard Error	.527	1.197	2.701	2.524	2.892	2.443	3.172	3.184	1.937	2.631	2.474	4.538	2.473
Error variance	.28	1.43	7.30	6.37	8.36	5.97	10.06	10.14	3.75	6.92	6.12	20.60	6.12

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

Age

BASE: All respondents

	France regions											Gender	
	Total	Bretagne	Poitou Charentes	Aquitaine	Midi-Pyrénées	Limousin	Rhône-Alpes	Auvergne	Languedoc-Roussillon	Provence-Alpes-Côte d'Azur	Corse	Male	Female
Significance Level: 95%		a	*b	c	d	*e	f	*g	h	i	*j	a	b
Unweighted Total	1037	56	21	55	43	6	104	23	46	83	5	487	547
Total	1034	53	29	53	48	12	103	22	44	81	5	500	534
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
18-24	108	9	1	8	-	-	6	2	4	13	-	56	52
	10%	17%	5%	16%	-	-	5%	9%	9%	16%	-	11%	10%
		df		df					d	df			
25-34	159	7	6	4	7	-	13	4	4	13	2	49	110
	15%	14%	20%	8%	15%	-	13%	20%	10%	16%	43%	10%	21%
												a	
35-44	165	8	3	16	2	2	19	3	10	14	1	64	101
	16%	16%	10%	29%	5%	17%	19%	13%	22%	17%	21%	13%	19%
				d			d		d			a	
45-54	178	13	7	6	8	6	21	3	6	8	-	86	93
	17%	25%	24%	11%	17%	50%	20%	13%	13%	10%	-	17%	17%
		i											
55-64	165	5	3	8	9	-	13	6	8	10	2	83	82
	16%	10%	10%	15%	18%	-	13%	28%	19%	12%	36%	17%	15%
65+	259	10	10	11	21	4	31	4	12	23	-	162	96
	25%	18%	33%	20%	45%	33%	30%	17%	27%	29%	-	33%	18%
					ac							b	
NET: 18-34	267	16	7	13	7	-	19	6	8	25	2	105	162
	26%	31%	24%	24%	15%	-	18%	29%	19%	32%	43%	21%	30%
										df		a	
NET: 35-54	343	22	10	22	10	8	40	6	16	22	1	150	193
	33%	41%	33%	40%	22%	67%	39%	26%	35%	27%	21%	30%	36%
		d										a	
NET: 55+	424	15	12	19	30	4	44	10	20	33	2	245	179
	41%	28%	42%	36%	63%	33%	43%	45%	46%	42%	36%	49%	33%
					acfi							b	
Base for stats	1034	53	29	53	48	12	103	22	44	81	5	500	534
Mean Score	48.18	44.76	51.12	45.54	55.57	54.61	50.45	48.46	50.24	46.40	40.83	51.02	45.53
					aci		a					b	
Standard Deviation	16.973	16.383	17.596	17.366	15.231	13.237	16.520	17.134	16.864	18.411	17.835	17.262	16.272
Standard Error	.527	2.189	3.840	2.342	2.323	5.404	1.620	3.573	2.486	2.021	7.976	.782	.696
Error variance	.28	4.79	14.74	5.48	5.40	29.20	2.62	12.76	6.18	4.08	63.61	.61	.48

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

Age

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

18-24

25-34

35-44

45-54

55-64

65+

NET: 18-34

NET: 35-54

NET: 55+

Base for stats

Mean Score

Standard Deviation

Standard Error

Error variance

	Total	Age						Age		
		18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
		a	b	c	d	e	f	a	b	c
Unweighted Total	1037	106	145	165	173	174	274	251	338	448
Total	1034	108	159	165	178	165	259	267	343	424
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
18-24	108	108	-	-	-	-	-	108	-	-
	10%	100%	-	-	-	-	-	40%	-	-
		bcdef						bc		
25-34	159	-	159	-	-	-	-	159	-	-
	15%	-	100%	-	-	-	-	60%	-	-
			acdef					bc		
35-44	165	-	-	165	-	-	-	-	165	-
	16%	-	-	100%	-	-	-	-	48%	-
				abdef					ac	
45-54	178	-	-	-	178	-	-	-	178	-
	17%	-	-	-	100%	-	-	-	52%	-
					abcef				ac	
55-64	165	-	-	-	-	165	-	-	-	165
	16%	-	-	-	-	100%	-	-	-	39%
						abcdf				ab
65+	259	-	-	-	-	-	259	-	-	259
	25%	-	-	-	-	-	100%	-	-	61%
						abcde				ab
NET: 18-34	267	108	159	-	-	-	-	267	-	-
	26%	100%	100%	-	-	-	-	100%	-	-
		cdef	cdef					bc		
NET: 35-54	343	-	-	165	178	-	-	-	343	-
	33%	-	-	100%	100%	-	-	-	100%	-
				abef	abef				ac	
NET: 55+	424	-	-	-	-	165	259	-	-	424
	41%	-	-	-	-	100%	100%	-	-	100%
						abcd	abcd			ab
Base for stats	1034	108	159	165	178	165	259	267	343	424
Mean Score	48.18	20.51	29.28	39.38	48.91	59.53	69.20	25.74	44.34	65.43
		a	a	ab	abc	abcd	abcde		a	ab
Standard Deviation	16.973	2.019	2.677	3.105	2.894	2.939	3.733	4.946	5.631	5.844
Standard Error	.527	.196	.222	.242	.220	.223	.226	.312	.306	.276
Error variance	.28	.04	.05	.06	.05	.05	.05	.10	.09	.08

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

Age

BASE: All respondents

Significance Level: 95%		Diet							Awareness of 'new category meat'				Likeliness of trying 'new category meat'	
		Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products											
	Total			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
Unweighted Total	1037	901	126	65	18	24	11	8	471	205	266	516	355	527
Total	1034	900	124	63	18	24	11	7	474	207	267	509	358	521
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
18-24	108	85	20	9	4	4	1	1	54	26	28	45	57	33
	10%	9%	16% a	15%	23%	17%	9%	15%	11%	12%	11%	9%	16% b	6%
25-34	159	128	32	14	4	10	1	2	73	38	35	78	65	66
	15%	14%	25% a	22%	23%	41%	10%	32%	15%	18%	13%	15%	18% b	13%
35-44	165	140	23	9	3	4	4	3	72	28	44	80	63	77
	16%	16%	18%	14%	18%	16%	37%	39%	15%	14%	16%	16%	17%	15%
45-54	178	165	13	9	1	1	1	1	86	34	52	85	63	89
	17%	18% b	11%	15%	5%	4%	9%	15%	18%	16%	19%	17%	17%	17%
55-64	165	148	16	13	-	2	1	-	72	27	45	90	49	92
	16%	16%	13%	20%	-	8%	9%	-	15%	13%	17%	18%	14%	18%
65+	259	235	21	9	6	4	3	-	118	55	63	132	62	164
	25%	26% bc	17%	14%	31%	15%	27%	-	25%	26%	24%	26%	17% a	32%
NET: 18-34	267	212	51	23	9	14	2	3	127	64	63	123	122	99
	26%	24%	41% a	37% a	47%	58%	19%	46%	27%	31%	24%	24%	34% b	19%
NET: 35-54	343	305	36	18	4	5	5	4	158	62	96	165	125	166
	33%	34%	29%	29%	23%	20%	45%	54%	33%	30%	36%	32%	35%	32%
NET: 55+	424	383	37	22	6	5	4	-	189	81	108	222	111	256
	41%	43% b	29%	34%	31%	22%	36%	-	40%	39%	40%	44%	31% a	49%
Base for stats	1034	900	124	63	18	24	11	7	474	207	267	509	358	521
Mean Score	48.18	48.96	42.87	44.38	42.67	39.48	46.86	35.73	47.97	47.11	48.64	48.92	44.14	51.46
		bc											a	
Standard Deviation	16.973	16.769	17.181	16.998	21.423	16.520	15.019	11.271	17.143	17.559	16.815	16.632	16.778	16.364
Standard Error	.527	.559	1.531	2.108	5.050	3.372	4.528	3.985	.790	1.226	1.031	.732	.891	.713
Error variance	.28	.31	2.34	4.45	25.50	11.37	20.51	15.88	.62	1.50	1.06	.54	.79	.51

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

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

BASE: France

		France regions											
	Total	Île-de-France	Champagne-Ardenne	Picardie	Haute-Normandie	Centre	Basse Normandie	Bourgogne	Nord-Pas-de-Calais	Lorraine	Alsace	Franche-Comté	Pays de la Loire
Unweighted Total	1037	205	19	33	29	44	23	26	68	40	29	17	62
Total	1034	194	22	31	30	42	24	27	66	39	30	19	59
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Île-de-France	194	194	-	-	-	-	-	-	-	-	-	-	-
	19%	100%	-	-	-	-	-	-	-	-	-	-	-
Champagne-Ardenne	22	-	22	-	-	-	-	-	-	-	-	-	-
	2%	-	100%	-	-	-	-	-	-	-	-	-	-
Picardie	31	-	-	31	-	-	-	-	-	-	-	-	-
	3%	-	-	100%	-	-	-	-	-	-	-	-	-
Haute-Normandie	30	-	-	-	30	-	-	-	-	-	-	-	-
	3%	-	-	-	100%	-	-	-	-	-	-	-	-
Centre	42	-	-	-	-	42	-	-	-	-	-	-	-
	4%	-	-	-	-	100%	-	-	-	-	-	-	-
Basse Normandie	24	-	-	-	-	-	24	-	-	-	-	-	-
	2%	-	-	-	-	-	100%	-	-	-	-	-	-
Bourgogne	27	-	-	-	-	-	-	27	-	-	-	-	-
	3%	-	-	-	-	-	-	100%	-	-	-	-	-
Nord-Pas-de-Calais	66	-	-	-	-	-	-	-	66	-	-	-	-
	6%	-	-	-	-	-	-	-	100%	-	-	-	-
Lorraine	39	-	-	-	-	-	-	-	-	39	-	-	-
	4%	-	-	-	-	-	-	-	-	100%	-	-	-
Alsace	30	-	-	-	-	-	-	-	-	-	30	-	-
	3%	-	-	-	-	-	-	-	-	-	100%	-	-
Franche-Comté	19	-	-	-	-	-	-	-	-	-	-	19	-
	2%	-	-	-	-	-	-	-	-	-	-	100%	-
Pays de la Loire	59	-	-	-	-	-	-	-	-	-	-	-	59
	6%	-	-	-	-	-	-	-	-	-	-	-	100%
Bretagne	53	-	-	-	-	-	-	-	-	-	-	-	-
	5%	-	-	-	-	-	-	-	-	-	-	-	-
Poitou Charentes	29	-	-	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-	-	-
Aquitaine	53	-	-	-	-	-	-	-	-	-	-	-	-
	5%	-	-	-	-	-	-	-	-	-	-	-	-
Midi-Pyrénées	48	-	-	-	-	-	-	-	-	-	-	-	-
	5%	-	-	-	-	-	-	-	-	-	-	-	-

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

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

BASE: France

	France regions												
Total	Île-de-France	Champagne-Ardenne	Picardie	Haute-Normandie	Centre	Basse Normandie	Bourgogne	Nord-Pas-de-Calais	Lorraine	Alsace	Franche-Comté	Pays de la Loire	
1037	205	19	33	29	44	23	26	68	40	29	17	62	
1034	194	22	31	30	42	24	27	66	39	30	19	59	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
12	-	-	-	-	-	-	-	-	-	-	-	-	
1%	-	-	-	-	-	-	-	-	-	-	-	-	
103	-	-	-	-	-	-	-	-	-	-	-	-	
10%	-	-	-	-	-	-	-	-	-	-	-	-	
22	-	-	-	-	-	-	-	-	-	-	-	-	
2%	-	-	-	-	-	-	-	-	-	-	-	-	
44	-	-	-	-	-	-	-	-	-	-	-	-	
4%	-	-	-	-	-	-	-	-	-	-	-	-	
81	-	-	-	-	-	-	-	-	-	-	-	-	
8%	-	-	-	-	-	-	-	-	-	-	-	-	
5	-	-	-	-	-	-	-	-	-	-	-	-	
1%	-	-	-	-	-	-	-	-	-	-	-	-	

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

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

BASE: France

	France regions										Gender	
Total	Bretagne	Poitou Charentes	Aquitaine	Midi-Pyrénées	Limousin	Rhône-Alpes	Auvergne	Languedoc-Roussillon	Provence-Alpes-Côte d'Azur	Corse	Male	Female
	a	*b	c	d	*e	f	*g	h	i	*j	a	b
1037	56	21	55	43	6	104	23	46	83	5	487	547
1034	53	29	53	48	12	103	22	44	81	5	500	534
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
194	-	-	-	-	-	-	-	-	-	-	104	90
19%	-	-	-	-	-	-	-	-	-	-	21%	17%
22	-	-	-	-	-	-	-	-	-	-	2	20
2%	-	-	-	-	-	-	-	-	-	-	*	4% a
31	-	-	-	-	-	-	-	-	-	-	22	9
3%	-	-	-	-	-	-	-	-	-	-	4% b	2%
30	-	-	-	-	-	-	-	-	-	-	10	21
3%	-	-	-	-	-	-	-	-	-	-	2%	4%
42	-	-	-	-	-	-	-	-	-	-	22	20
4%	-	-	-	-	-	-	-	-	-	-	4%	4%
24	-	-	-	-	-	-	-	-	-	-	10	14
2%	-	-	-	-	-	-	-	-	-	-	2%	3%
27	-	-	-	-	-	-	-	-	-	-	5	22
3%	-	-	-	-	-	-	-	-	-	-	1%	4% a
66	-	-	-	-	-	-	-	-	-	-	35	31
6%	-	-	-	-	-	-	-	-	-	-	7%	6%
39	-	-	-	-	-	-	-	-	-	-	21	17
4%	-	-	-	-	-	-	-	-	-	-	4%	3%
30	-	-	-	-	-	-	-	-	-	-	19	12
3%	-	-	-	-	-	-	-	-	-	-	4%	2%
19	-	-	-	-	-	-	-	-	-	-	12	7
2%	-	-	-	-	-	-	-	-	-	-	2%	1%
59	-	-	-	-	-	-	-	-	-	-	21	38
6%	-	-	-	-	-	-	-	-	-	-	4%	7%
53	53	-	-	-	-	-	-	-	-	-	22	31
5%	100% cdfhi	-	-	-	-	-	-	-	-	-	4%	6%
29	-	29	-	-	-	-	-	-	-	-	15	14
3%	-	100%	-	-	-	-	-	-	-	-	3%	3%
53	-	-	53	-	-	-	-	-	-	-	26	27
5%	-	-	100% adfhi	-	-	-	-	-	-	-	5%	5%
48	-	-	-	48	-	-	-	-	-	-	22	26
5%	-	-	-	100% acfhi	-	-	-	-	-	-	4%	5%

Savanta:
ComRes

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

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

BASE: France

	France regions										Gender	
Total	Bretagne	Poitou Charentes	Aquitaine	Midi-Pyrénées	Limousin	Rhône-Alpes	Auvergne	Languedoc-Roussillon	Provence-Alpes-Côte d'Azur	Corse	Male	Female
	a	*b	c	d	*e	f	*g	h	i	*j	a	b
1037	56	21	55	43	6	104	23	46	83	5	487	547
1034	53	29	53	48	12	103	22	44	81	5	500	534
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
12	-	-	-	-	12	-	-	-	-	-	10	2
1%	-	-	-	-	100%	-	-	-	-	-	2%	*
											b	
103	-	-	-	-	-	103	-	-	-	-	48	55
10%	-	-	-	-	-	100%	-	-	-	-	10%	10%
						acdhi						
22	-	-	-	-	-	-	22	-	-	-	9	13
2%	-	-	-	-	-	-	100%	-	-	-	2%	2%
44	-	-	-	-	-	-	-	44	-	-	17	27
4%	-	-	-	-	-	-	-	100%	-	-	3%	5%
								acdfi				
81	-	-	-	-	-	-	-	-	81	-	42	39
8%	-	-	-	-	-	-	-	-	100%	-	8%	7%
									acdfh			
5	-	-	-	-	-	-	-	-	-	5	4	1
1%	-	-	-	-	-	-	-	-	-	100%	1%	*

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

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

BASE: France

	Total	Age						Age		
		18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted Total	1037	106	145	165	173	174	274	251	338	448
Total	1034	108	159	165	178	165	259	267	343	424
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Île-de-France	194	24	34	34	31	30	42	57	65	72
	19%	22%	21%	21%	17%	18%	16%	22%	19%	17%
Champagne-Ardenne	22	5	8	2	5	2	-	13	7	2
	2%	4%	5%	1%	3%	1%	-	5%	2%	1%
		f	ef		f			c		
Picardie	31	2	2	2	9	6	10	4	11	16
	3%	2%	1%	1%	5%	4%	4%	2%	3%	4%
					c					
Haute-Normandie	30	3	7	4	6	6	4	10	11	10
	3%	3%	4%	3%	4%	4%	1%	4%	3%	2%
Centre	42	2	7	6	5	6	16	9	10	23
	4%	2%	4%	3%	3%	4%	6%	3%	3%	5%
Basse Normandie	24	1	5	3	4	9	2	6	8	11
	2%	1%	3%	2%	2%	5%	1%	2%	2%	3%
						f				
Bourgogne	27	1	5	2	4	6	9	6	7	15
	3%	1%	3%	1%	2%	4%	3%	2%	2%	3%
Nord-Pas-de-Calais	66	8	13	11	14	10	10	21	25	20
	6%	8%	8%	6%	8%	6%	4%	8%	7%	5%
Lorraine	39	3	5	7	9	4	11	8	16	15
	4%	3%	3%	4%	5%	2%	4%	3%	5%	3%
Alsace	30	-	4	3	7	9	8	4	10	17
	3%	-	2%	2%	4%	5%	3%	1%	3%	4%
					a	a				a
Franche-Comté	19	2	2	5	-	6	4	5	5	10
	2%	2%	1%	3%	-	3%	2%	2%	1%	2%
				d		d				
Pays de la Loire	59	13	7	8	7	6	18	20	14	24
	6%	12%	5%	5%	4%	4%	7%	8%	4%	6%
		bcde								
Bretagne	53	9	7	8	13	5	10	16	22	15
	5%	8%	4%	5%	7%	3%	4%	6%	6%	4%
Poitou Charentes	29	1	6	3	7	3	10	7	10	12
	3%	1%	4%	2%	4%	2%	4%	3%	3%	3%
Aquitaine	53	8	4	16	6	8	11	13	22	19
	5%	8%	3%	10%	3%	5%	4%	5%	6%	5%
				bdf						

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

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

BASE: France

	Total	Age						Age		
		18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted Total	1037	106	145	165	173	174	274	251	338	448
Total	1034	108	159	165	178	165	259	267	343	424
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Midi-Pyrénées	48	-	7	2	8	9	21	7	10	30
	5%	-	5%	1%	5%	5%	8%	3%	3%	7%
			a		a	ac	ac			ab
Limousin	12	-	-	2	6	-	4	-	8	4
	1%	-	-	1%	3%	-	2%	-	2%	1%
					be				a	
Rhône-Alpes	103	6	13	19	21	13	31	19	40	44
	10%	5%	8%	12%	12%	8%	12%	7%	12%	10%
							a			
Auvergne	22	2	4	3	3	6	4	6	6	10
	2%	2%	3%	2%	2%	4%	1%	2%	2%	2%
Languedoc-Roussillon	44	4	4	10	6	8	12	8	16	20
	4%	4%	3%	6%	3%	5%	4%	3%	5%	5%
Provence-Alpes-Côte d'Azur	81	13	13	14	8	10	23	25	22	33
	8%	12%	8%	8%	4%	6%	9%	10%	6%	8%
		d								
Corse	5	-	2	1	-	2	-	2	1	2
	1%	-	1%	1%	-	1%	-	1%	*	*
			f							

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

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

BASE: France

Significance Level: 95%		Diet							Awareness of 'new category meat'				Likeliness of trying 'new category meat'	
		Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products											
	Total			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
Unweighted Total	1037	901	126	65	18	24	11	8	471	205	266	516	355	527
Total	1034	900	124	63	18	24	11	7	474	207	267	509	358	521
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Île-de-France	194	159	32	14	4	10	4	1	98	50	48	86	68	101
	19%	18%	26% a	22%	21%	40%	36%	14%	21%	24% d	18%	17%	19%	19%
Champagne-Ardenne	22	21	1	1	-	-	-	-	6	6	-	14	6	7
	2%	2%	1%	2%	-	-	-	-	1%	3% c	-	3% c	2%	1%
Picardie	31	30	2	1	1	-	-	-	17	6	11	15	10	15
	3%	3%	1%	1%	5%	-	-	-	4%	3%	4%	3%	3%	3%
Haute-Normandie	30	27	3	1	-	2	-	-	14	4	9	15	9	15
	3%	3%	3%	2%	-	8%	-	-	3%	2%	3%	3%	3%	3%
Centre	42	37	4	3	1	-	-	-	23	10	13	18	13	23
	4%	4%	3%	5%	5%	-	-	-	5%	5%	5%	3%	4%	4%
Basse Normandie	24	22	2	2	-	-	-	-	9	2	7	14	7	12
	2%	2%	2%	3%	-	-	-	-	2%	1%	3%	3%	2%	2%
Bourgogne	27	23	4	2	1	1	-	-	8	5	2	18	7	14
	3%	3%	3%	3%	5%	4%	-	-	2%	3%	1%	4% c	2%	3%
Nord-Pas-de-Calais	66	58	8	4	2	2	-	-	29	14	15	31	32	24
	6%	6%	7%	6%	12%	8%	-	-	6%	7%	6%	6%	9% b	5%
Lorraine	39	34	5	3	-	1	-	1	21	9	12	17	14	20
	4%	4%	4%	5%	-	4%	-	13%	4%	4%	5%	3%	4%	4%
Alsace	30	27	3	2	-	-	-	1	14	3	11	15	12	14
	3%	3%	3%	4%	-	-	-	15%	3%	1%	4%	3%	3%	3%
Franche-Comté	19	17	2	2	-	-	-	-	10	3	7	7	4	13
	2%	2%	2%	4%	-	-	-	-	2%	2%	3%	1%	1%	3%
Pays de la Loire	59	52	7	3	2	-	2	-	22	6	16	32	21	29
	6%	6%	5%	5%	10%	-	17%	-	5%	3%	6%	6%	6%	5%
Bretagne	53	46	7	6	-	1	-	-	25	10	14	27	12	38
	5%	5%	6%	9%	-	4%	-	-	5%	5%	5%	5%	3%	7% a

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

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

BASE: France

		Diet							Awareness of 'new category meat'				Likeliness of trying 'new category meat'	
		Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products											
	Total			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
Significance Level: 95%		a	b	c	*d	*e	*f	*g	a	b	c	d	a	b
Unweighted Total	1037	901	126	65	18	24	11	8	471	205	266	516	355	527
Total	1034	900	124	63	18	24	11	7	474	207	267	509	358	521
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Poitou Charentes	29	24	4	1	1	1	-	-	12	6	7	17	11	17
	3%	3%	3%	2%	8%	6%	-	-	3%	3%	3%	3%	3%	3%
Aquitaine	53	46	7	3	2	1	1	-	29	11	18	24	21	29
	5%	5%	6%	4%	11%	4%	10%	-	6%	5%	7%	5%	6%	6%
Midi-Pyrénées	48	42	6	1	1	1	1	1	23	11	12	23	16	25
	5%	5%	5%	2%	6%	5%	10%	16%	5%	5%	4%	4%	4%	5%
Limousin	12	12	-	-	-	-	-	-	6	2	4	6	4	6
	1%	1%	-	-	-	-	-	-	1%	1%	2%	1%	1%	1%
Rhône-Alpes	103	90	10	6	2	-	1	1	47	28	19	50	38	49
	10%	10%	8%	10%	11%	-	9%	15%	10%	13% c	7%	10%	11%	9%
Auvergne	22	19	3	1	-	2	-	-	10	3	7	11	7	10
	2%	2%	2%	1%	-	9%	-	-	2%	2%	3%	2%	2%	2%
Languedoc-Roussillon	44	39	5	2	-	-	2	1	23	8	15	20	15	23
	4%	4%	4%	3%	-	-	18%	13%	5%	4%	6%	4%	4%	4%
Provence-Alpes-Côte d'Azur	81	72	8	4	1	2	-	1	27	8	19	47	29	35
	8%	8%	6%	6%	6%	8%	-	15%	6%	4%	7%	9% ab	8%	7%
Corse	5	4	1	1	-	-	-	-	2	1	1	3	2	3
	1%	*	1%	2%	-	-	-	-	*	*	*	1%	1%	1%

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

D4. Which of the following best describes your diet?

BASE: All respondents

	Total	France regions											
		Île-de-France	Champagne-Ardenne	Picardie	Haute-Normandie	Centre	Basse Normandie	Bourgogne	Nord-Pas-de-Calais	Lorraine	Alsace	Franche-Comté	Pays de la Loire
Unweighted Total	1037	205	19	33	29	44	23	26	68	40	29	17	62
Total	1034	194	22	31	30	42	24	27	66	39	30	19	59
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I eat meat, fish, dairy and/or other animal products	900	159	21	30	27	37	22	23	58	34	27	17	52
	87%	82%	95%	94%	90%	89%	91%	86%	88%	87%	89%	88%	89%
Flexitarian or reducetarian (I do not eat meat or fish for at least half of my meals)	63	14	1	1	1	3	2	2	4	3	2	2	3
	6%	7%	5%	3%	4%	7%	9%	7%	6%	8%	7%	12%	5%
Dairy-free (I do not eat dairy)	18	4	-	1	-	1	-	1	2	-	-	-	2
	2%	2%	-	3%	-	2%	-	4%	3%	-	-	-	3%
Pescatarian (I do not eat fish)	24	10	-	-	2	-	-	1	2	1	-	-	-
	2%	5%	-	-	7%	-	-	4%	3%	2%	-	-	-
Vegetarian (I do not eat meat or fish)	11	4	-	-	-	-	-	-	-	-	-	-	2
	1%	2%	-	-	-	-	-	-	-	-	-	-	3%
Vegan (I do not eat meat, fish, dairy or other animal products)	7	1	-	-	-	-	-	-	-	1	1	-	-
	1%	1%	-	-	-	-	-	-	-	2%	4%	-	-
Other	10	4	-	-	-	1	-	-	-	-	-	-	-
	1%	2%	-	-	-	2%	-	-	-	-	-	-	-
NET: Reduced intake of animal products	124	32	1	2	3	4	2	4	8	5	3	2	7
	12%	17%	5%	6%	10%	9%	9%	14%	12%	13%	11%	12%	11%

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

D4. Which of the following best describes your diet?

BASE: All respondents

	France regions											Gender	
	Total	Bretagne	Poitou Charentes	Aquitaine	Midi-Pyrénées	Limousin	Rhône-Alpes	Auvergne	Languedoc-Roussillon	Provence-Alpes-Côte d'Azur	Corse	Male	Female
Significance Level: 95%		a	*b	c	d	*e	f	*g	h	i	*j	a	b
Unweighted Total	1037	56	21	55	43	6	104	23	46	83	5	487	547
Total	1034	53	29	53	48	12	103	22	44	81	5	500	534
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I eat meat, fish, dairy and/or other animal products	900	46	24	46	42	12	90	19	39	72	4	453	447
	87%	87%	81%	87%	88%	100%	87%	86%	89%	89%	81%	91% b	84%
Flexitarian or reducetarian (I do not eat meat or fish for at least half of my meals)	63	6	1	3	1	-	6	1	2	4	1	21	43
	6%	11%	5%	5%	2%	-	6%	4%	4%	5%	19%	4%	8% a
Dairy-free (I do not eat dairy)	18	-	1	2	1	-	2	-	-	1	-	8	10
	2%	-	5%	4%	2%	-	2%	-	-	1%	-	2%	2%
Pescatarian (I do not eat fish)	24	1	1	1	1	-	-	2	-	2	-	8	16
	2%	2%	5%	2%	2%	-	-	10%	-	2%	-	2%	3%
Vegetarian (I do not eat meat or fish)	11	-	-	1	1	-	1	-	2	-	-	3	8
	1%	-	-	2%	2%	-	1%	-	4%	-	-	1%	1%
Vegan (I do not eat meat, fish, dairy or other animal products)	7	-	-	-	1	-	1	-	1	1	-	2	5
	1%	-	-	-	2%	-	1%	-	2%	1%	-	*	1%
Other	10	-	1	-	-	-	3	-	-	1	-	4	6
	1%	-	5%	-	-	-	3%	-	-	1%	-	1%	1%
NET: Reduced intake of animal products	124	7	4	7	6	-	10	3	5	8	1	43	81
	12%	13%	14%	13%	12%	-	10%	14%	11%	10%	19%	9%	15% a

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

D4. Which of the following best describes your diet?

BASE: All respondents

	Total	Age						Age		
		18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	a	b	c
Unweighted Total	1037	106	145	165	173	174	274	251	338	448
Total	1034	108	159	165	178	165	259	267	343	424
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I eat meat, fish, dairy and/or other animal products	900	85	128	140	165	148	235	212	305	383
	87%	79%	80%	85%	93%	89%	91%	80%	89%	90%
					abc	ab	ab		a	a
Flexitarian or reducetarian (I do not eat meat or fish for at least half of my meals)	63	9	14	9	9	13	9	23	18	22
	6%	9%	9%	5%	5%	8%	3%	9%	5%	5%
		f	f			f				
Dairy-free (I do not eat dairy)	18	4	4	3	1	-	6	9	4	6
	2%	4%	3%	2%	1%	-	2%	3%	1%	1%
		de	e				e			
Pescatarian (I do not eat fish)	24	4	10	4	1	2	4	14	5	5
	2%	4%	6%	2%	1%	1%	1%	5%	1%	1%
		d	def					bc		
Vegetarian (I do not eat meat or fish)	11	1	1	4	1	1	3	2	5	4
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
Vegan (I do not eat meat, fish, dairy or other animal products)	7	1	2	3	1	-	-	3	4	-
	1%	1%	1%	2%	1%	-	-	1%	1%	-
			f	f				c	c	
Other	10	3	-	2	-	2	3	3	2	5
	1%	3%	-	1%	-	1%	1%	1%	1%	1%
		bd								
NET: Reduced intake of animal products	124	20	32	23	13	16	21	51	36	37
	12%	18%	20%	14%	7%	9%	8%	19%	10%	9%
		def	def					bc		

Public perceptions on meat production and consumption - France - 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'	
		Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products											
	Total			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
Significance Level: 95%		a	b	c	*d	*e	*f	*g	a	b	c	d	a	b
Unweighted Total	1037	901	126	65	18	24	11	8	471	205	266	516	355	527
Total	1034	900	124	63	18	24	11	7	474	207	267	509	358	521
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I eat meat, fish, dairy and/or other animal products	900	900	-	-	-	-	-	-	396	167	228	459	300	459
	87%	100%	-	-	-	-	-	-	83%	81%	86%	90%	84%	88%
		bc										ab		
Flexitarian or reducetarian (I do not eat meat or fish for at least half of my meals)	63	-	63	63	-	-	-	-	35	16	19	29	27	31
	6%	-	51%	100%	-	-	-	-	7%	8%	7%	6%	8%	6%
			a	ab										
Dairy-free (I do not eat dairy)	18	-	18	-	18	-	-	-	10	6	4	6	6	8
	2%	-	15%	-	100%	-	-	-	2%	3%	2%	1%	2%	2%
			ac											
Pescatarian (I do not eat fish)	24	-	24	-	-	24	-	-	15	10	5	10	13	10
	2%	-	20%	-	-	100%	-	-	3%	5%	2%	2%	4%	2%
			ac							d				
Vegetarian (I do not eat meat or fish)	11	-	11	-	-	-	11	-	10	7	3	1	6	5
	1%	-	9%	-	-	-	100%	-	2%	3%	1%	*	2%	1%
			ac						d	d				
Vegan (I do not eat meat, fish, diary or other animal products)	7	-	7	-	-	-	-	7	7	1	6	-	1	6
	1%	-	6%	-	-	-	-	100%	2%	1%	2%	-	*	1%
			ac						d		d			
Other	10	-	-	-	-	-	-	-	2	1	1	5	5	2
	1%	-	-	-	-	-	-	-	*	*	*	1%	1%	*
NET: Reduced intake of animal products	124	-	124	63	18	24	11	7	77	39	38	45	53	60
	12%	-	100%	100%	100%	100%	100%	100%	16%	19%	14%	9%	15%	12%
			a	a					d	d	d			