

TNS Emnid Consumer Survey into Meat (and Fish): Results

Question 1 Do you or a member of your household eat meat?	
	Total
Base (=100%)	1003
All of us eat meat	89%
Some of us eat meat.	7%
I eat meat	93%
None of us eats meat	3%
Don't know	0
	193%

Question 3 In an era of global warming and climate change, concepts such as carbon footprint and sustainability are increasingly gaining in popularity. Meat production contributes to the world's carbon footprint. Against this background, do you believe we should throw parts of meat that occur during the production of meat products and cannot be sold as whole-meat products away or rather strive to use them?	
	Total
Base	1003
We should always strive to use them	56%
We should only strive to use them under certain circumstances	35%
We should always throw them away	6%
Don't know	3%
Total	100%

Question 2 Are you the person in your household who buys meat?	
	Total
Base	1003
Yes, always	41%
Mostly	18%
Occasionally	29%
Never	12%
Don't Know	0%
Total	100%

Question 4: In your view, are particularly packaged food products but also food products such as jam ALWAYS/OFTEN/SOMETIMES/NEVER/DON'T KNOW put together by a product that has a 'gluing' function?	
	Total
Base	1003
Always	18%
Often	29%
Sometimes	30%
Never	10%
Top-Two (1+2)	47%
Don't know	13%
Total	100%

Question 5: To allow the use of meat parts as food, it is possible to (technically) put these together. For instance, parts of chicken can be made into a nugget, parts of beef into a hamburger etc., while parts of meat can be made into a steak. Do you find it FULLY ACCEPTABLE/ACCEPTABLE ONLY UNDER CERTAIN CONDITIONS/LESS ACCEPTABLE/NOT ACCEPTABLE if meat parts are (technically) put together into one piece so as to make these ready for consumption?	
	Total
Base	1003
Fully Acceptable	13%
Acceptable only under certain conditions	31%
Less acceptable	23%
Not acceptable	32%
Top-Two (1+2)	43%
Don't know	2%
Total	100%

Question 6: Do you want a steak that consists of several meat parts to be clearly labelled?	
	Total
Base	1003
Yes, I want a steak that consists of several meat parts to be clearly labelled	91%
No, I do not want a steak that consists of several meat parts to be clearly labelled	7%
I have no opinion	2%
Total	100%

Question 7: In 2009 a company proposed to have meat products made of different meat parts labelled "combined meat parts". In terms of consumer understanding, do you consider this VERY HELPFUL/HELPFUL/UNHELPFUL/VERY UNHELPFUL?	
	Total
Base	1003
Very helpful	37%
Helpful	47%
Unhelpful	8%
Very unhelpful	7%
Top-Two (1+2)	84%
Don't know	1%
Total	100%

Question 8: <i>If food products are produced by putting parts together – such as beef parts into a steak or a hamburger, chicken parts into a nugget, or fish parts into a fish finger – would the label through "combined meat parts" or "combined fish parts" on such products be CLEAR /SUFFICIENTLY CLEAR/NOT VERY CLEAR/UNCLEAR?</i>	
	Total
Base	1003
Clear	49%
Sufficiently clear	21%
Not very clear	11%
Unclear	17%
Top-Two (1+2)	70%
Don't know	2%
Total	100%

Question 9: <i>Obviously meat in restaurants, cafeterias, catering etc. is not labelled. When you or members of your household eat out of home, does it concern you that meat is not labelled?</i>	
	Total
Base	1003
Yes	13%
No	31%
No opinion	23%
Total	100%

Question 10: <i>Meat products made of different meat parts avoid that these are thrown away and also cost less to be produced than grown meat products (i.e. non-combined meat products). Should consumers be able to buy such combined meat products</i>	
	Total
Base	1003
Yes, consumers should be able to buy such combined meat products, if they are appropriately labelled	70%
No, consumers should be able to buy such combined meat products	29%
No opinion	1%
Total	100%

Question 11: <i>Would you like to have a choice between cheaper ham made of meat parts and clearly labelled as such, and a more expensive 'normal' ham made of the same meat but of one piece?</i>	
	Total
Base	1003
Yes, I would like to have the choice between a cheaper ham made of meat parts and clearly labelled as such and a more expensive ham made of one piece	65%
No, I do not want to have a choice between a cheaper ham made of meat parts and clearly labelled as such and a more expensive ham made of one piece	32%
No opinion	3%
Total	100%