

Questionnaire – Pork – South Korea

Welcome to our online survey on the topic of purchasing and consumption of meat!

You do not need any special knowledge for this survey. We are interested in your personal opinion on the subject. Please answer all questions honestly and truthfully.

The survey will take about 25 minutes.

The survey will be evaluated by the Thuenen Institute of Market Analysis, a research institute under the auspices of the German Federal Ministry of Food and Agriculture (BMEL). The Thuenen Institute of Market Analysis will not receive any data for the evaluation that can be linked to your person. The processing of personal data is subject to the General Data Protection Regulation (DSGVO).

Please click on "Continue" to start the survey.

1. Do you consume meat?

- Yes
- No

2. How often do you consume pork?

- never
- daily
- 4-6 x per week
- 2-3 x per week
- 1 x per week
- 2-4 x per month
- less than 2 x per month

3. Are you the one responsible for purchasing meat in your household?

- Yes
- No

4. How often do you purchase pork?

- never
- daily
- 4-6 x per week
- 2-3 x per week
- 1 x per week
- 2-4 x per month
- less than 2 x per month

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5. Which cuts do you consume most frequently? Please indicate up to three of your most frequently consumed cuts.

- pork loin
- pork chops
- pork belly
- pork neck
- tenderloin
- front legs
- trimmings
- ham
- shoulder
- pork knuckle
- minced pork
- ribs

Other:

6. Do you consume mostly frozen or fresh meat?

- fresh meat
- frozen meat

7. Which criteria are important for you when purchasing fresh, non-processed pork? (Keywords)

8. Which criteria are important for you when purchasing frozen, non-processed pork? (Keywords)

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In the following we would like to have your personal opinion on the statements listed below. Please choose between "Totally disagree" and "Totally agree" according to your personal opinion. Please answer spontaneously. There are no right or wrong answers.

	Totally disagree	Disagree	Tend to disagree	Neither agree nor disagree	Tend to agree	Agree	Totally Agree	I don't know
Eating meat is socially accepted.								
My friends and family accept the consumption of meat.								
People who do not eat meat are healthier.								
I have bought more chicken than pork in recent years.								
I have bought more chicken in recent years due to health aspects.								
I do not want to associate meat with a living animal.								
I eat more meat out-of-home than at home.								
I eat meat because of its good taste.								
I have tried to cook dishes with less meat in recent years.								
For me, meat is part of a balanced diet.								

My meat consumption has decreased over the last years.

- yes
- no

Wenn ja, erscheint folgende Frage: **What are the reasons for decreasing your meat consumption?**

- negative impact on environment
- negative impact on health
- animal welfare issues
- increasing prices
- I no longer like the taste
- food scandals
- other: _____

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In the following we would like to know how important the shown product characteristics are for you when you are buying pork. Please answer spontaneously and choose between "Not important at all" and "Very important" according to your personal opinion.

Which product characteristics are important for your purchase decision when you want to buy pork?

	Not important at all	Not important	Slightly less important	Neutral	Slightly important	Important	Very important
Price							
Expiry date							
Freshness							
Weight							
Product size							
Nutritional information							
Country of origin							
Animal husbandry conditions							
Quality							
Color							
Organic production							
No use of antibiotics/medication							
No use of additives							
Water addition							
Easy preparation							
Healthiness (health aspect)							
Food safety							
Packaging							
Taste							
Short delivery distance							
Regionality							
Environmentally friendly production							
Smell							
Brand							
Label/certifications							
CO ₂ emissions							

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Domestic pork products are safer products.								
To support my local community, I buy domestic pork products.								

Please imagine the following situation: You are in the supermarket and want to buy (among other things) pork belly. On the shelf you see different types of pork belly to choose from. These differ in various characteristics:

- Price
- Country of origin
- Animal welfare level

Please remark:

Animal welfare level 1 = lowest animal welfare level
 Animal welfare level 4 = highest animal welfare level

Short information:

Animal welfare is a term used to describe the health and well-being of farm animals. Animal welfare includes the aspects of physical health, the ability to perform natural behaviors and the emotional well-being of the animals.

On the following pages, you are faced with a decision between two products and are asked to make a choice. It is important that you imagine that you are shopping with the budget that you normally have available. If you decide to buy one product, you will have correspondingly less money available for other things. However, you also have the option to choose neither alternative if you do not find either product appealing. The price indicated refers to **1 kg** of pork belly. Please note that packages in the supermarket often have a lower weight.

To select the desired alternative, please click first on the corresponding alternative and then on "Next".

Please choose the product you would like to buy, considering your actual budget.

	Alternative 1	Alternative 2	Alternative 3
Price	337	289	I choose neither of the two alternatives.
Country of origin	Germany	Canada	
Husbandry System	Animal Welfare Grade 3	Animal Welfare Grade 2	
Condition	frozen	chilled	
I choose...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

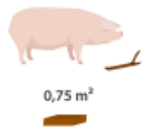


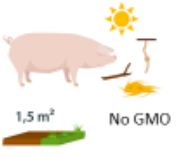
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In the following we would like to have your personal assessment of the statements. Please choose between "Totally disagree" and "Totally agree" according to your personal opinion.

	Totally disagree	Disagree	Tend to disagree	Neither agree nor disagree	Tend to agree	Agree	Totally Agree
Thinking about pig farming evokes positive feelings in me.							
I know a lot about pig farming.							
I know nothing about animal welfare.							
I have never heard the term animal welfare.							
I have negative associations with livestock farming.							
I am not interested in livestock production.							
I am only interested in the final product on my plate.							
I regularly use the media to inform myself about meat production.							
I visit farms to inform myself about livestock production.							

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You will now receive some information on animal welfare. Please look at this information in detail!

	Animal welfare level 1	Animal welfare level 2	Animal welfare level 3	Animal welfare level 4
				
Space per animal	0.75 m ²	0.825 m ² (at least 10 % more)	1.05 m ² (at least 40 % more)	1.5 m ² (at least 100 % more)
Housing	indoor	indoor	with outdoor climate stimuli; at least open-front stall	outdoor access
Manipulable material	Organic, raw fiber-rich	Organic, raw fiber-rich + additional roughage	Organic, raw fiber-rich + straw or comparable material	Organic, raw fiber-rich, straw or comparable substrates
Feed without GMO	-	-	x	x

Again, please imagine the following situation:

After receiving some information about animal welfare and the various animal welfare levels, you will also make hypothetical purchasing decisions for products on the following pages. It is important again that you imagine that you are shopping with the budget that you normally have available. If you decide to buy one product, you will have correspondingly less money available for other things. If none of the products shown suit you, you can also choose neither of the two alternatives. The price indicated again refers to **1 kg** of pork belly.

To select the desired alternative, please click first on the corresponding alternative and then on "Next".

Please choose the product you would like to buy, considering your actual budget.

	Alternative 1	Alternative 2	Alternative 3
Price	337	289	I choose neither of the two alternatives.
Country of origin	Germany	Canada	
Husbandry System	Animal Welfare Grade 3	Animal Welfare Grade 2	
Condition	frozen	chilled	
I choose...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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In the following we would like to have your personal assessment of the statements. Please choose between "Totally disagree" and "Totally agree" according to your personal opinion. Please answer spontaneously. There are no right or wrong answers.

	Totally disagree	Disagree	Tend to disagree	Neither agree nor disagree	Tend to Agree	Agree	Totally agree	I don't know
Labels have no effect on my purchasing behavior.								
Products with a label are of higher quality.								
I find labels very useful for identifying specific products (e.g. regionality, animal welfare).								
Please choose the category "Disagree".								
I have more trust in domestic labels than in international ones.								
I trust an animal welfare label coming from Germany.								
I would prefer a uniform (EU) animal welfare label.								

Who would you trust the most as an initiator of an animal welfare label? Please rank the following options.

- EU Government
- German Government
- South Korean Government
- Supermarket
- Discounter
- Animal welfare organization
- Consumer association

Sociodemographic Data

1. Do you own animals?

- Yes
- No

2. Please indicate what kind of animals you currently own. (Multiple answers possible)

- Dog
- Cat
- Equine (e.g. horse, donkey)
- Small animals (e.g. ferret, rabbit, guinea pig, hamster, rat, mouse)
- Fish (aquarium or pond fish)
- Reptiles (e.g. snake, turtle, bearded dragon)
- Amphibians (e.g. frog, toad, newt)
- Ornamental birds (e.g. canary bird, parrot)
- Birds (e.g. chicken, duck, geese, pigeon)
- Large mammals (e.g. pig, sheep, goat, cattle)
- Arthropods like insects, arachnids etc. (e.g. bees, spider, scorpion, crab)
- Others:

How many people live in your household?

- 1
- 2
- 3
- 4
- 5
- more than 5

What is your yearly net household income?

- lower
- +/- 10% 29,050,060 Won
- higher

Thank you for your participation!

The survey is now completed. If you have any questions or comments about the survey, please feel free to contact:

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