

GAU ONLINE SURVEY 2016

PREFERENCE FOR EUROPEAN FRUIT AND VEGETABLES



Background:



The reason for conducting this study, is to be able to establish the current level of preference for European fruit and vegetables among the Danish households, which should serve as basis for finalizing the following target:

- a) The share of households with children and with a preference for European fruit and vegetables, should be increased from xx% in 2017 to xx% in 2019.

As it is assumed that there might be a difference in preference towards fruit and vegetables due to availability, the respondents are asked to state their preferences for fruit and vegetables respectively.

The survey has been answered by 1.002 respondents, and are representative of the Danish population.

Findings:



- a) A larger share of Danes have a preference towards European vegetables than fruit (57% vs 45%). This is also the case for households with children (56% vs. 44%).

- b) A large share of the Danish households do not have a preference to where the vegetables or fruit they purchase are grown (42% and 53%). The same is true for households with children.

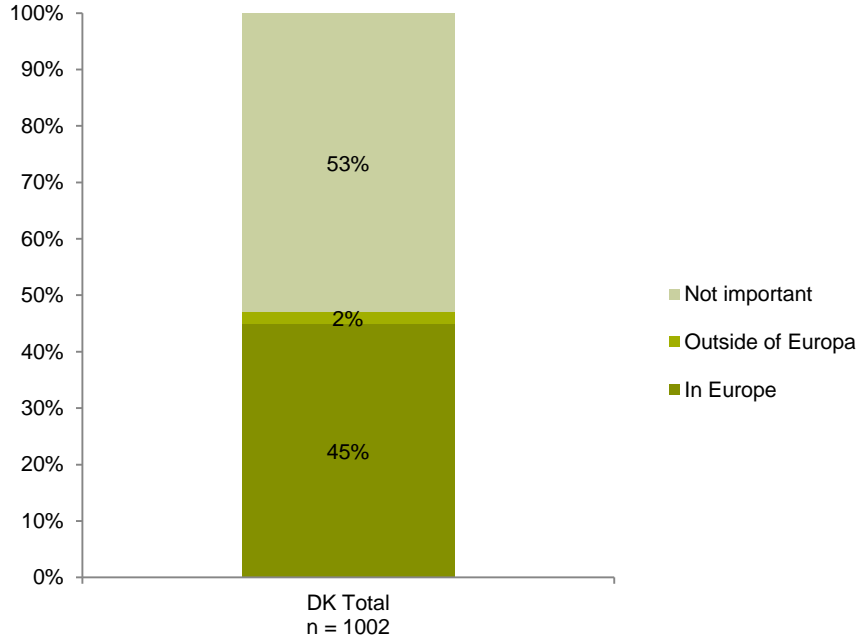
- c) The challenge is thus not to change the preference among the Danes, as only few have a preference for fruit and vegetables grown outside of Europe, but rather to create a preference!

Preference, DK total

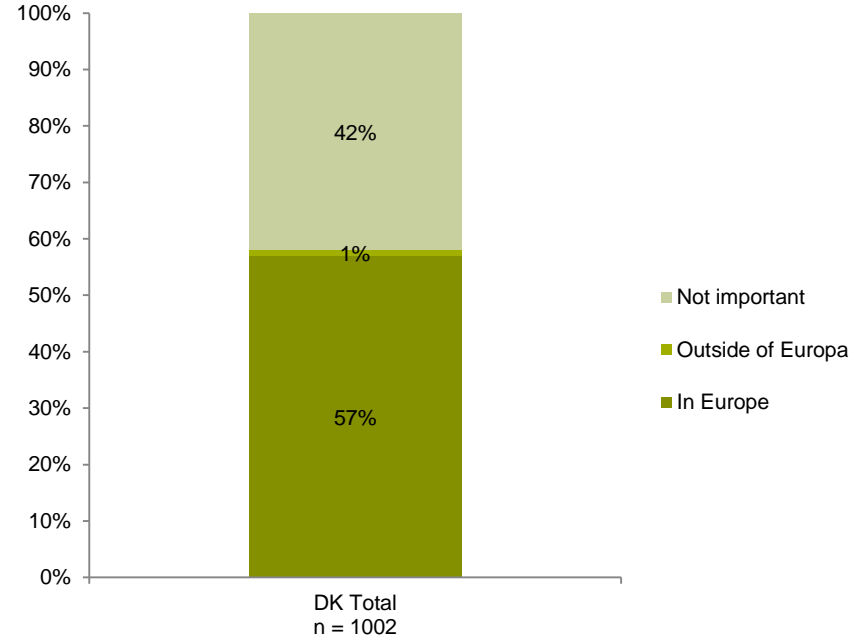
45% have a preference for European fruit, while 57% have a preference for European vegetables.



I prefer that the fruit I purchase are grown:



I prefer that the vegetables I purchase are grown:



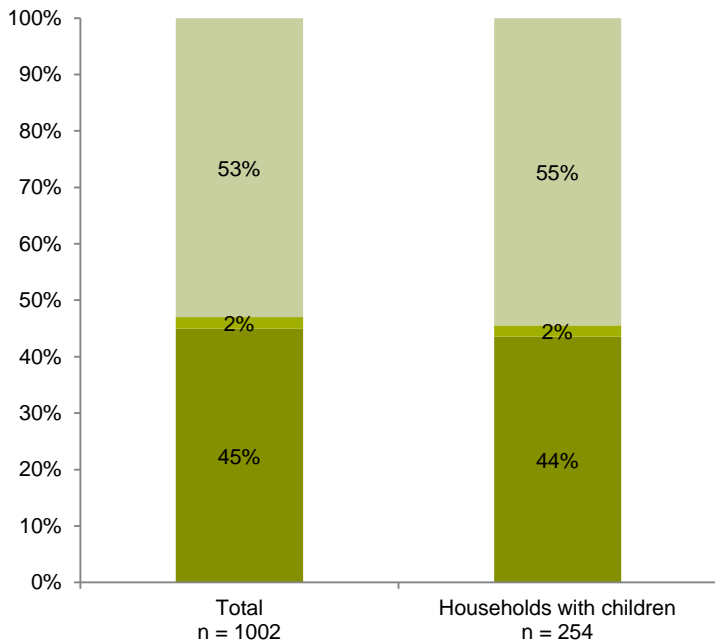
Question formulation:

Jeg foretrækker at den frugt/de grøntsager jeg køber er dyrket indenfor Europa
Jeg foretrækker at den frugt/de grøntsager jeg køber er dyrket udenfor Europa
Det er ikke vigtigt for mig hvor den frugt/de grøntsager jeg køber er dyrket

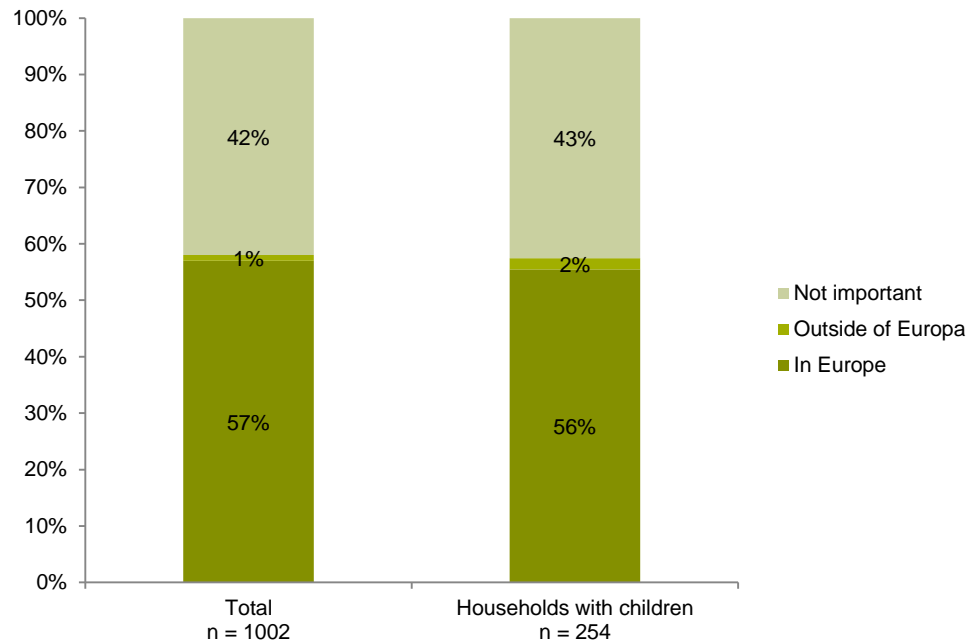
Preference, DK total & Households with children

There is no major differences when looking only at households with children.

I prefer that the fruit I purchase are grown:



I prefer that the vegetables I purchase are grown:



Question formulation:

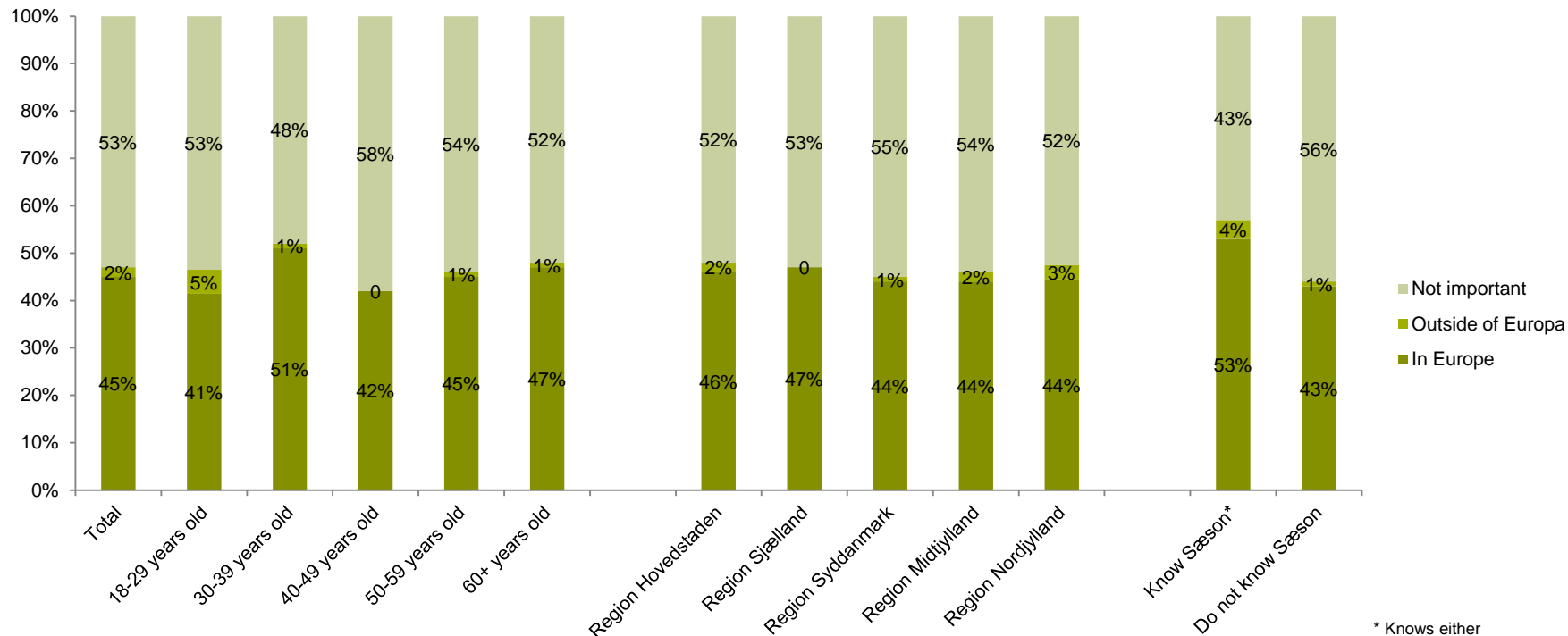
Jeg foretrækker at den frugt/de grøntsager jeg køber er dyrket indenfor Europa
 Jeg foretrækker at den frugt/de grøntsager jeg køber er dyrket udenfor Europa
 Det er ikke vigtigt for mig hvor den frugt/de grøntsager jeg køber er dyrket

Other demographic data

A larger share of the 30-39 years old and respondents who knows Sæson, do to a higher degree have a preference towards European fruit. There is no major differences across geographic areas.



I prefer that the fruit I purchase are grown:



Question formulation:

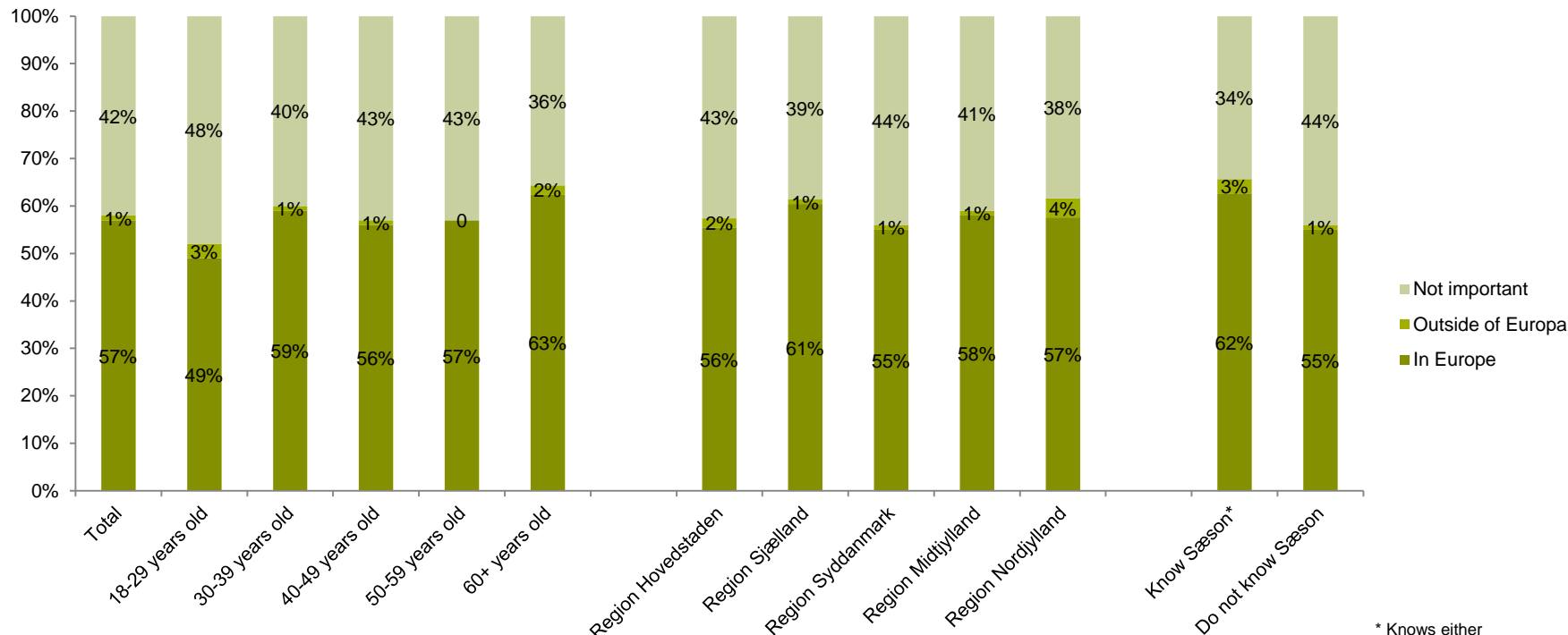
Jeg foretrækker at den frugt jeg køber er dyrket indenfor Europa
 Jeg foretrækker at den frugt jeg køber er dyrket udenfor Europa
 Det er ikke vigtigt for mig hvor den frugt jeg køber er dyrket

* Knows either Sæson.dk or the magasin

A larger share of the 30-39 years old as well as 60+ years old have a preference for European vegetables. Respondents who knows Sæson do also show a higher preference towards European vegetables.



I prefer that the vegetables I purchase are grown:



Question formulation:

Jeg foretrækker at de grøntsager jeg køber er dyrket indenfor Europa
 Jeg foretrækker at de grøntsager jeg køber er dyrket udenfor Europa
 Det er ikke vigtigt for mig hvor de grøntsager jeg køber er dyrket

* Knows either Sæson.dk or the magasin

GROWTH FROM KNOWLEDGE

GfK Consumer Experiences
2016