

REPORT: EUROPEAN CONSUMER SURVEY ON GREEN FERTILIZERS

December 2022



GAME CHANGERS



METHODOLOGY

SAMPLE DESCRIPTION



Nationally representative sample 18+ for each of the markets.

SAMPLE SIZE



N = 12000 total - 1000 in each market (12 markets)

- Field markets: Sweden, Denmark, Norway, UK, Ireland, Turkey, Poland, Romania, Germany, France, Italy and Spain

DATA COLLECTION MODE



Online interviews

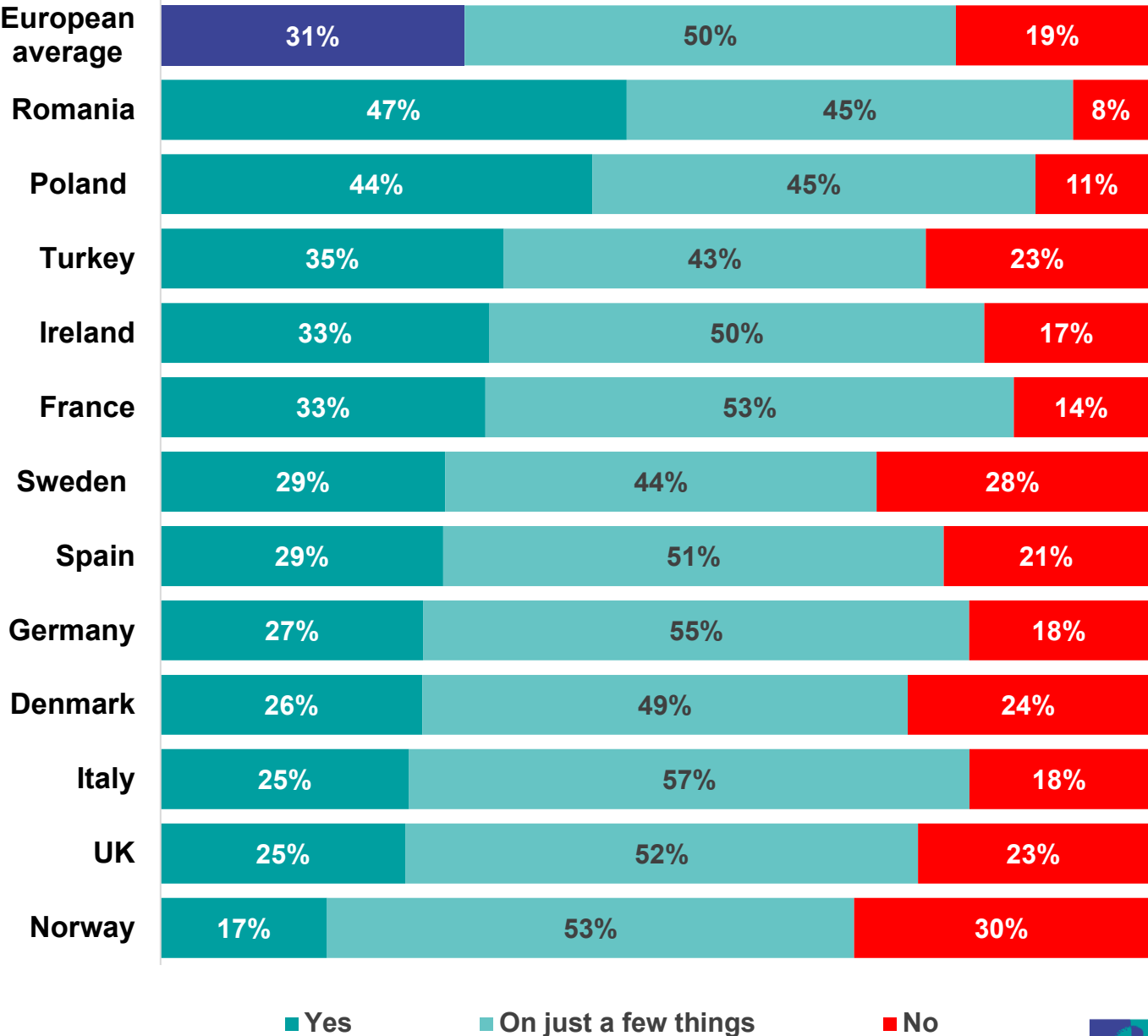
FIELD PERIOD



01.12. - 14.12.2022

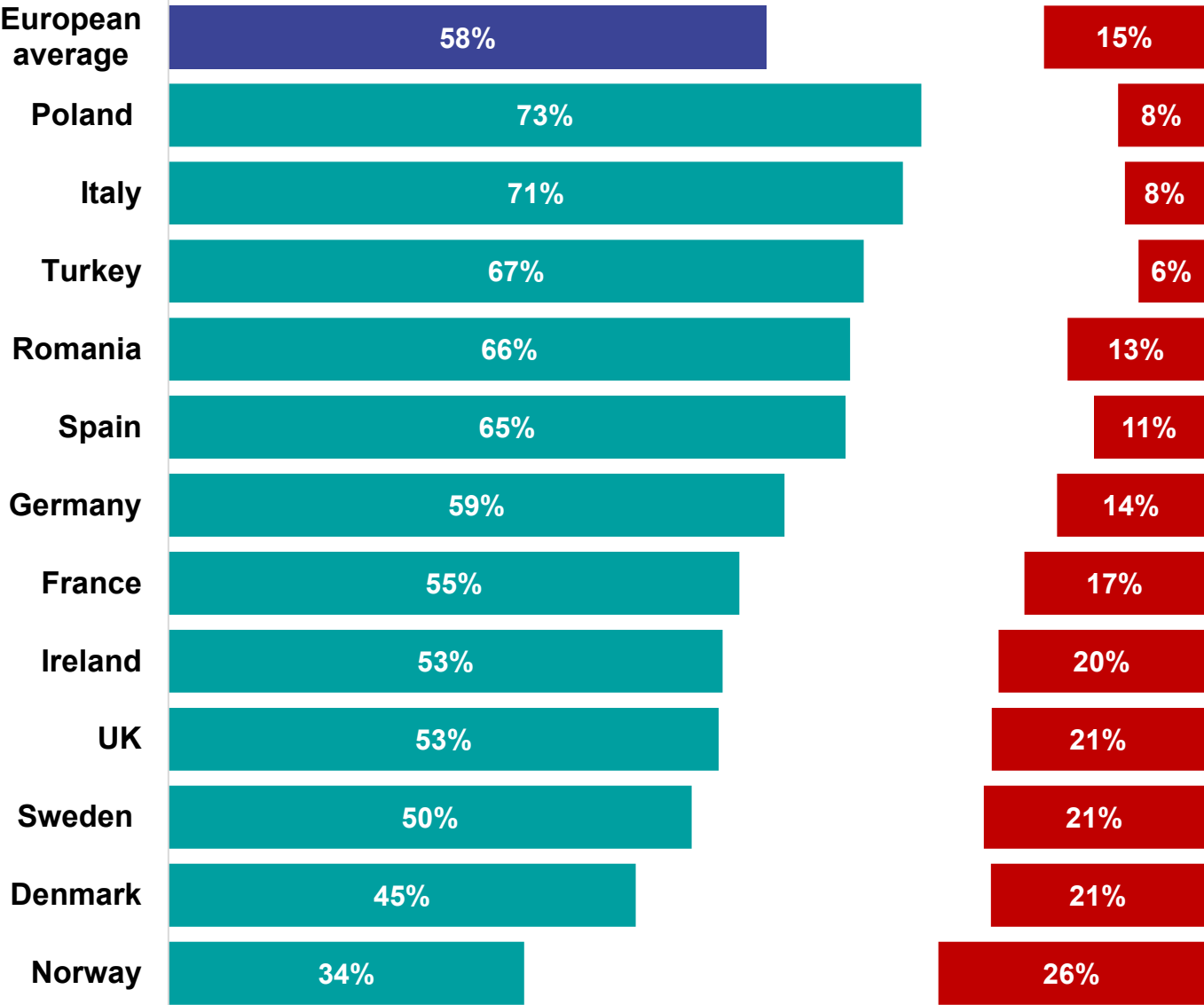
THE EASE OF MAKING SUSTAINABLE CHOICES

Q1. Do you feel it is easy enough to understand climate emissions from everything we use in our daily lives so you're able to make sustainable choices?



IMPORTANCE OF CLIMATE IMPACT

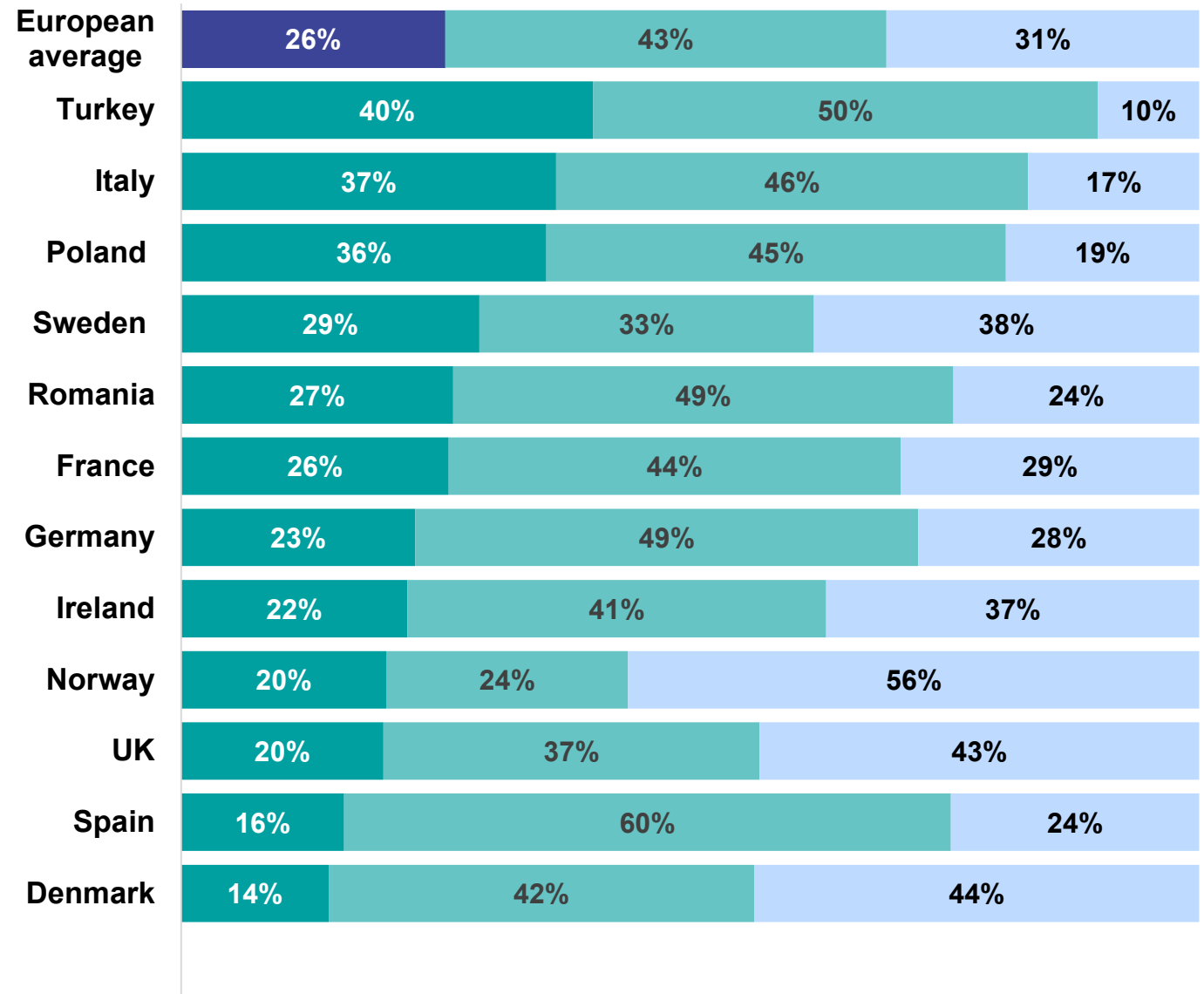
Q2. How important is the climate impact to you when buying food and beverage items?



■ Very Important/Quite important ■ Not important at all/Quite unimportant

FOSSIL FREE FOOD ITEMS VERSUS LOW CARBON ALTERNATIVES

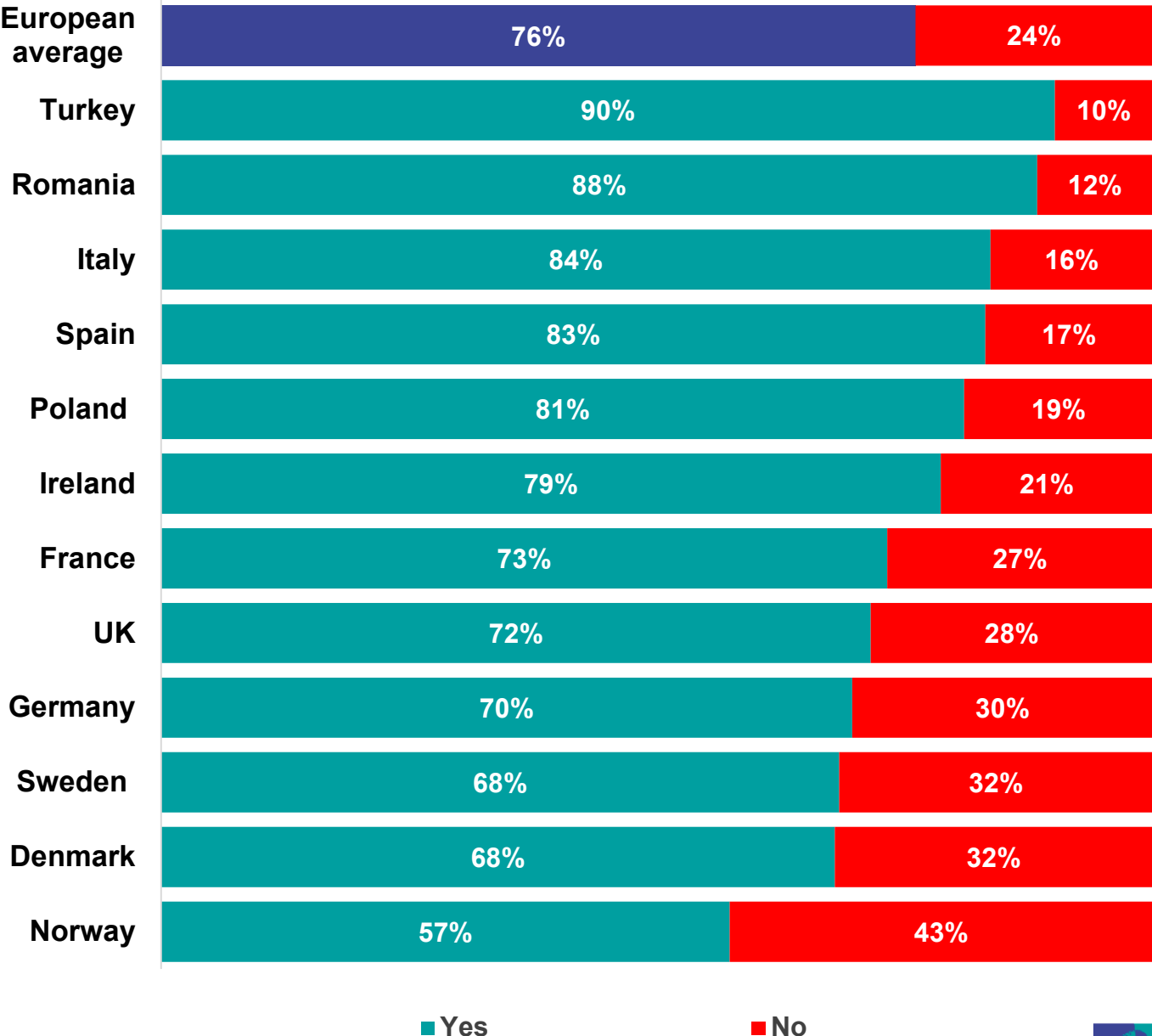
Q3. If you had the choice between buying a food item made without fossil energy sources, versus a low carbon item or other conventional alternatives, which one would you chose?



- The fossil free food item
- The low carbon item
- The cheapest product – even if it is the least climate friendly one

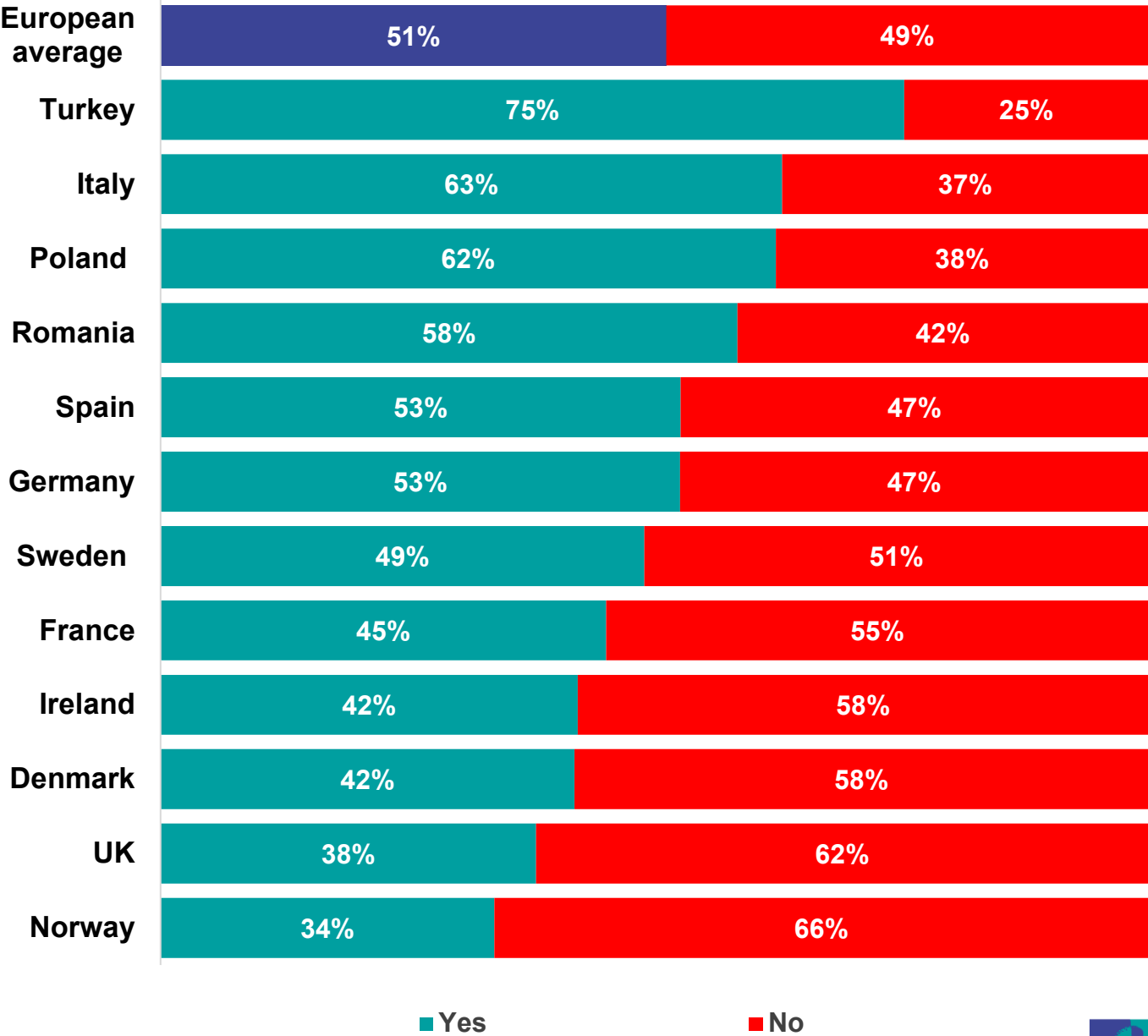
CARBON FOOTPRINT ON LABEL

Q4. Would you prefer to be able to read the carbon footprint of food items on the label?



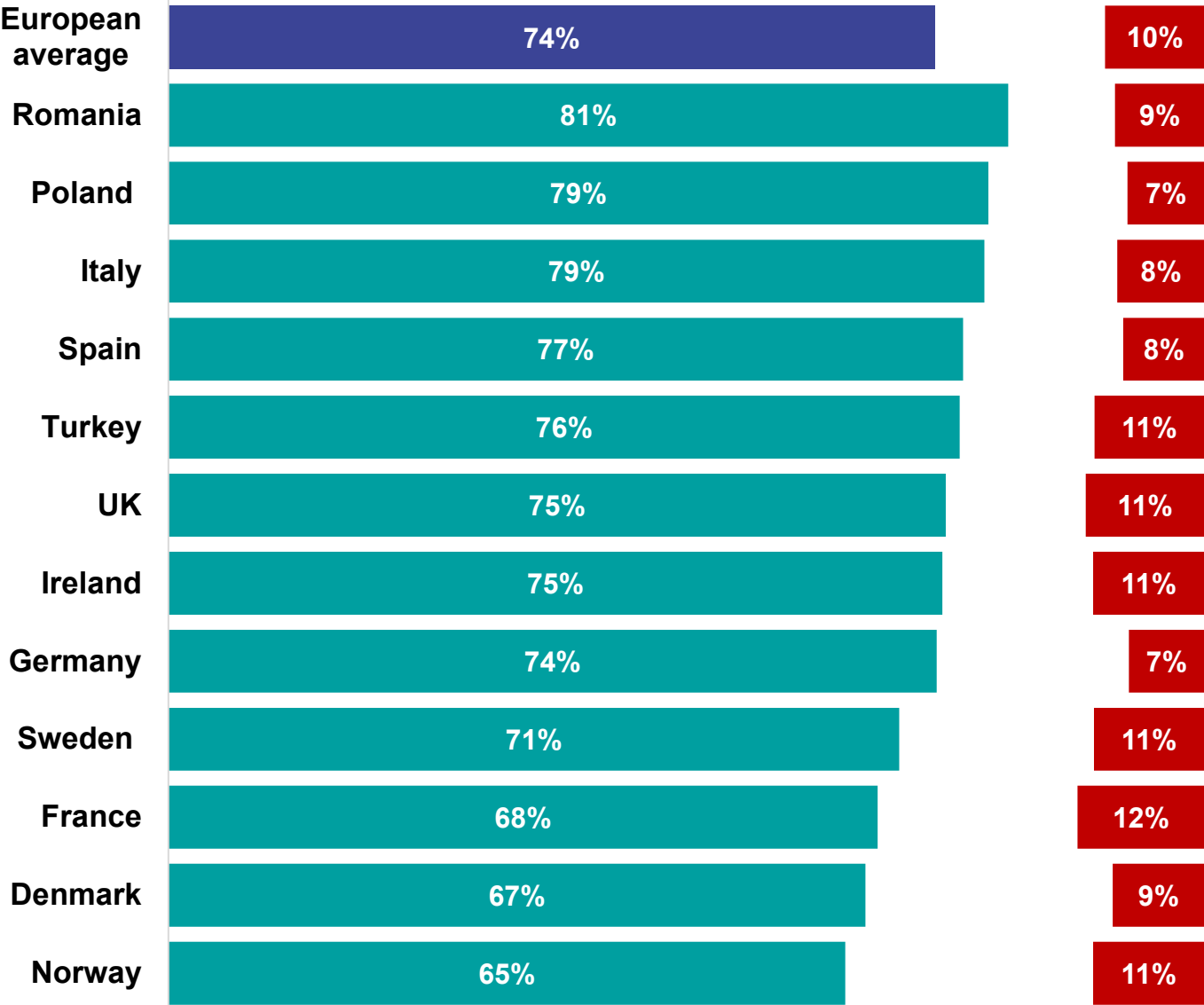
PAY PREMIUM?

Q5. Would you be willing to pay a premium for fossil free food items?



REDUCTION OF EMISSIONS FROM FOOD PRODUCTION

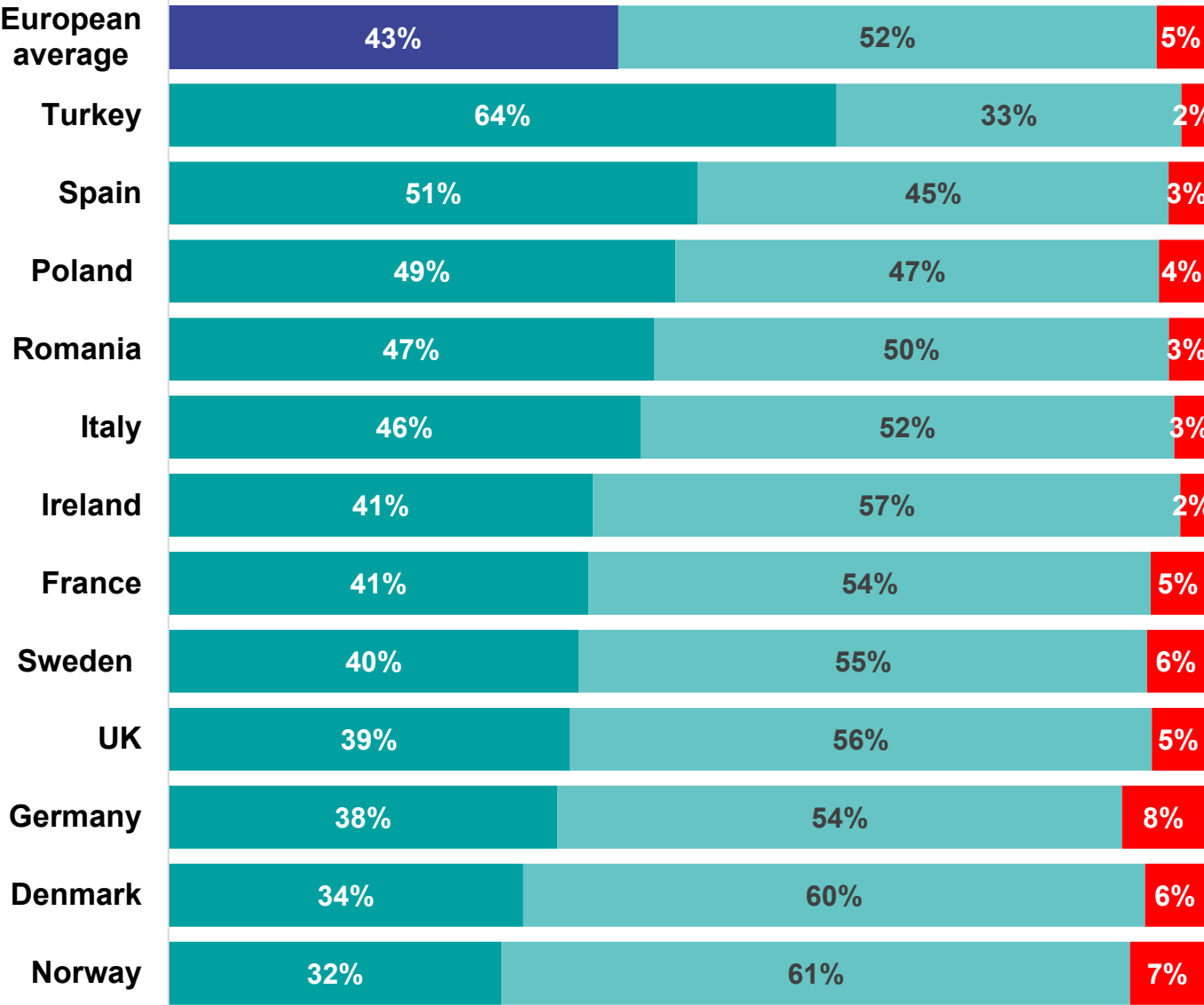
Q6. To what extent do you think food producers should work to reduce their emissions from food production?



■ To a large extent/To some extent ■ Not at all/To a small extent

SUPPORT PRODUCERS THAT CUT EMISSIONS

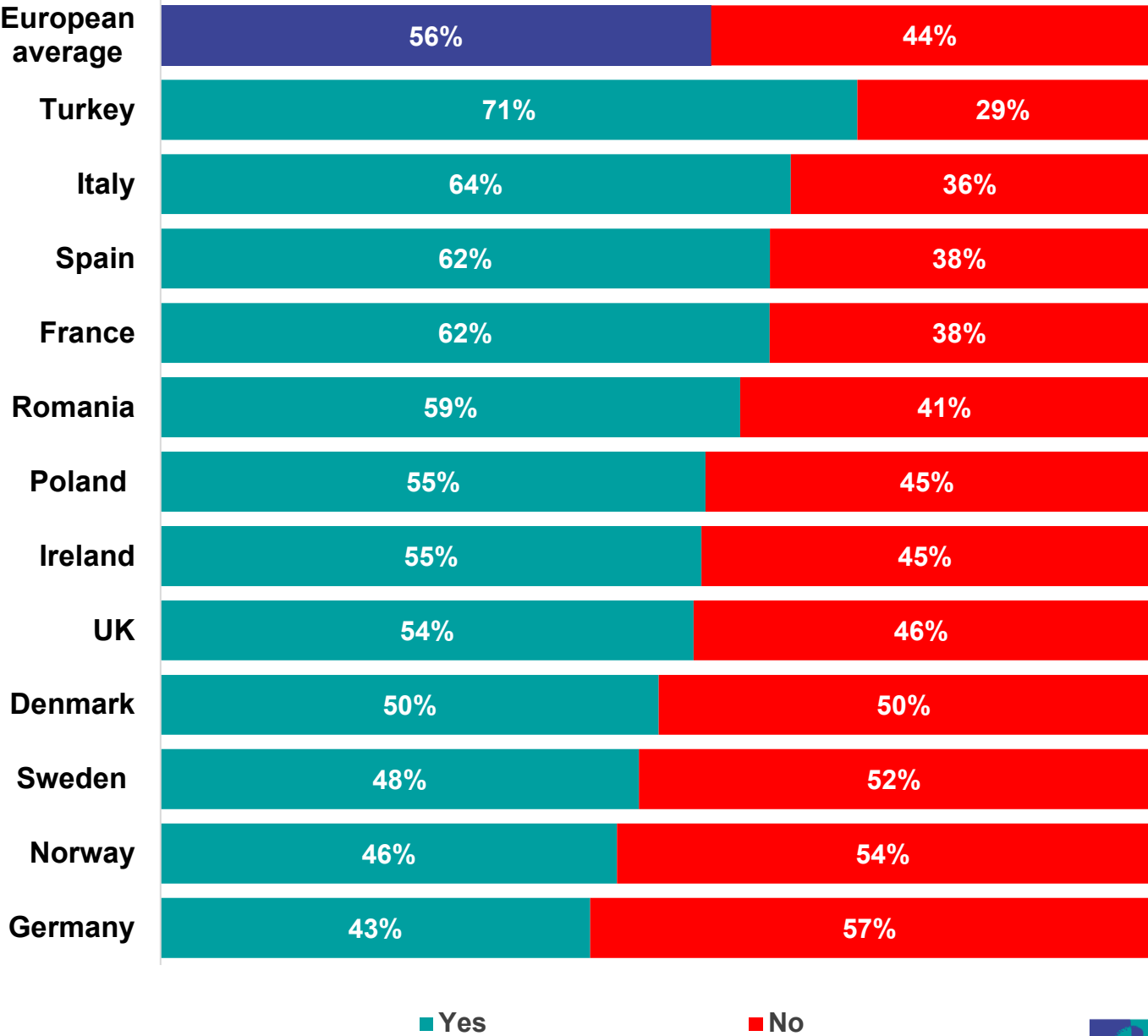
Q7. If food producers found a way to cut emissions by up to 20% on food items, would you support them and buy these items?



■ Yes ■ Depending on the quality of that product ■ No

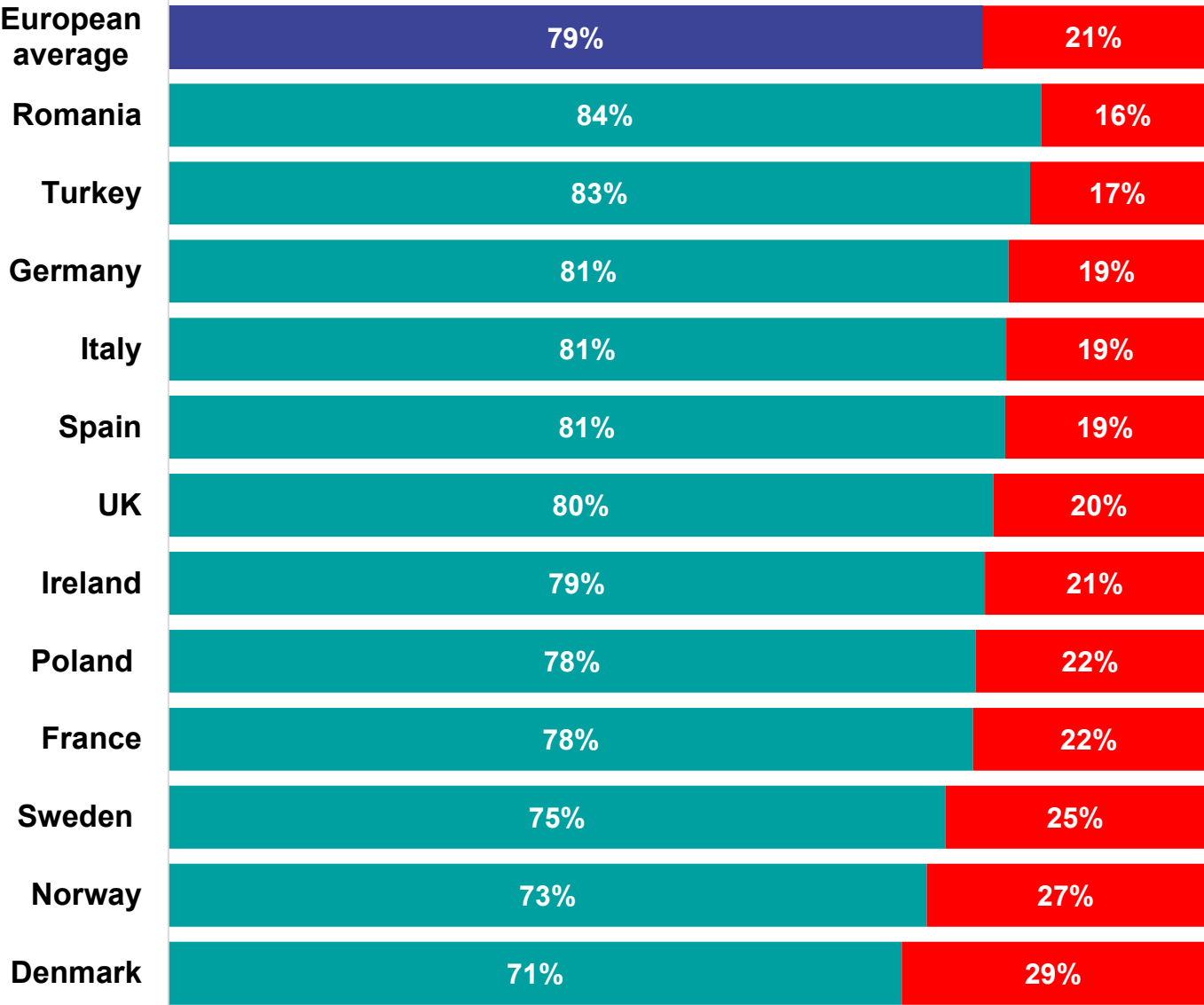
IMPACT ON THE WAY YOU BUY FOOD

Q8. If you take into consideration that the worlds food production represents 26% of global emissions, will that affect the way you buy food?



INCENTIVES?

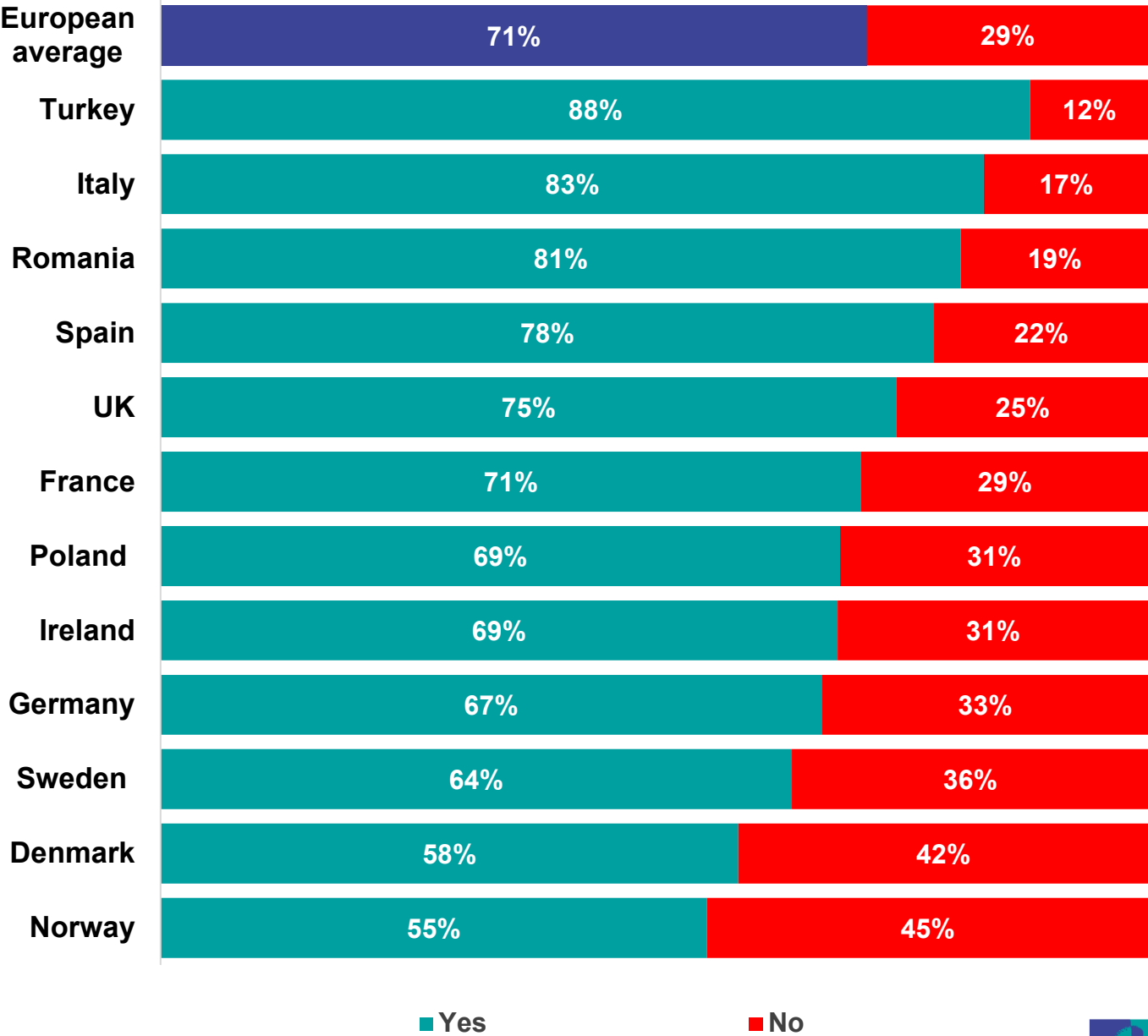
Q9. Do you believe farmers growing food responsibly should be incentivized to do reduce carbon emissions?



■ Yes ■ No

STRICTER LEGISLATION?

Q10. Do you believe current legislation about greenhouse gas emissions should be stricter?



THANK YOU!

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GAME CHANGERS



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