Attitudes towrads meat and meat alternatives

Start of Block: Default Question Block

Q1 Do you adhere to one of the following dietary choices?

* No specific diet (all foods) (1)
* Flexitarian (i.e. occasional meat or fish consumption, up to 800g per week) (2)
* Other specific diet (e.g. allergies, paleo, keto, low salt, low sugar) (3)

|  |  |
| --- | --- |
| Page Break |  |

Q2 How often do you purchase meat products?

* Daily (1)
* Weekly (2)
* Fortnightly (3)
* Monthly (4)
* Less than once a month (5)
* Never (6)

|  |  |
| --- | --- |
| Page Break |  |

Q3
What is your current consumption of the following types of products?

Please indicate roughly what percentage of the meals that you consume in an average week are likely to contain the following products

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

|  |  |
| --- | --- |
| Beef () |  |
| Pork () |  |
| Chicken () |  |
| Plant-Based Meat Products () |  |
| Venison () |  |
| Lamb () |  |
| Fish () |  |
| Processed meat () |  |
| Game Meat/Hunted meat () |  |
| Other, Please specify () |  |

|  |  |
| --- | --- |
| Page Break |  |

Q4 What proportion of the meat that you purchase is minced?

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

|  |  |
| --- | --- |
| % of purchased meat that is minced () |  |

|  |  |
| --- | --- |
| Page Break |  |

Q5
On average, how much money do you spend per week on meat products?

Drag the bar across to indicate the dollar value that you normally spend on meat products per week.

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

|  |  |
| --- | --- |
| Amount spent on meat products per week ($). Write "don't know" below if unknown. () |  |

|  |  |
| --- | --- |
| Page Break |  |

Q6 Where do you buy meat from?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Often (1) | Sometimes (2) | Never (3) |
| Café/Restaurant (1)  |  |  |  |
| Mainstream supermarkets (2)  |  |  |  |
| Takeaways (3)  |  |  |  |
| Specialist store other than butcher (4)  |  |  |  |
| Alternative outlets (e.g. specialist supermarkets) (5)  |  |  |  |
| Online (6)  |  |  |  |
| Butcher (7)  |  |  |  |
| Farmers' market (8)  |  |  |  |
| Home kill (9)  |  |  |  |
| Other, please state: (10)  |  |  |  |

|  |  |
| --- | --- |
| Page Break |  |

Q7
How important do you think the following meat product attributes are when purchasing?

Please indicate the level of importance by selecting the relevant circles.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Very important (1) | Moderately important (2) | Neutral (3) | Moderately unimportant (4) | Not at all important (5) | Don't know (6) |
| Animal welfare certification (1)  |  |  |  |  |  |  |
| Reduced environmental impact of production (2)  |  |  |  |  |  |  |
| Food safety certification (3)  |  |  |  |  |  |  |
| Social responsibility (4)  |  |  |  |  |  |  |
| Low fat content (5)  |  |  |  |  |  |  |
| Higher quality of cut (6)  |  |  |  |  |  |  |
| Brand or quality label (7)  |  |  |  |  |  |  |
| No use of antibiotics (8)  |  |  |  |  |  |  |
| No genetically modified animal feed (9)  |  |  |  |  |  |  |
| New Zealand producer (10)  |  |  |  |  |  |  |
| No use of growth hormones (11)  |  |  |  |  |  |  |
| Traceability to farm (12)  |  |  |  |  |  |  |
| Organic production (13)  |  |  |  |  |  |  |
| No chemicals to modify colour or extend shelf life (14)  |  |  |  |  |  |  |
| Halal production (15)  |  |  |  |  |  |  |
| Carbon neutral production (16)  |  |  |  |  |  |  |
| Care of traditional cultures (17)  |  |  |  |  |  |  |
| Price (18)  |  |  |  |  |  |  |
| Colour (19)  |  |  |  |  |  |  |
| Texture (20)  |  |  |  |  |  |  |
| Taste (21)  |  |  |  |  |  |  |
| High Omega 3 levels (22)  |  |  |  |  |  |  |
| Frozen (23)  |  |  |  |  |  |  |
| Chilled (24)  |  |  |  |  |  |  |
| Use-by date (25)  |  |  |  |  |  |  |

|  |  |
| --- | --- |
| Page Break |  |

Q8 If you knew that a meat product had been raise in an environment that was certified as sustainable, would that be important to you?

* Very important (1)
* Important (2)
* Neutral (3)
* Unimportant (4)
* Not at all important (5)
* Don't know (6)

|  |  |
| --- | --- |
| Page Break |  |

Q9 What are the top 3 factors or words that you consider important to define sustainability for meat production?

* 1) (4) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* 2) (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* 3) (6) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |
| --- | --- |
| Page Break |  |

Q10
What would you be willing to pay for meat products with the following attributes?

Drag the bars across to indicate the percentage above the normal product price that you normally pay.

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

|  |  |
| --- | --- |
| Animal welfare certification () |  |
| No use of growth hormones () |  |
| No use of antibiotics () |  |
| 100% organic () |  |
| Sustainable production () |  |
| Traceability to farm () |  |
| Carbon neutral production () |  |
| No genetically modified animal feed () |  |

|  |  |
| --- | --- |
| Page Break |  |

Q11 Within the past year, have you cut down on your usual meat consumption?

* Yes, I have cut down on my overall meat consumption (1)
* Yes, I have cut down on my consumption of particular types of meat products (2)
* No, I have not cut down my regular meat consumption (3)

Q12 Which of the following products have you recently cut down on?

* Beef (1)
* Lamb (2)
* Pork (3)
* Chicken (4)
* Venison (5)
* Processed meats (6)
* Other, please state (7) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |
| --- | --- |
| Page Break |  |

Q13 How important are the following factors in motivating you to cut down on your regular meat consumption?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Very important (1) | Important (2) | Neutral (3) | Unimportant (4) | Very unimportant (5) | Don't know (6) |
| Personal health (1)  |  |  |  |  |  |  |
| Family health (2)  |  |  |  |  |  |  |
| Disease prevention (3)  |  |  |  |  |  |  |
| Lose weight (4)  |  |  |  |  |  |  |
| Save money (5)  |  |  |  |  |  |  |
| Affordability (6)  |  |  |  |  |  |  |
| Religious/spiritual reasons (7)  |  |  |  |  |  |  |
| Curiosity about other dietary options (8)  |  |  |  |  |  |  |
| Environmental concerns (9)  |  |  |  |  |  |  |
| Avoiding GMOs (10)  |  |  |  |  |  |  |
| Animal welfare concerns (11)  |  |  |  |  |  |  |
| Reduced carbon emissions (12)  |  |  |  |  |  |  |
| Other, please specify (13)  |  |  |  |  |  |  |

|  |  |
| --- | --- |
| Page Break |  |

Q14 Have you heard of any of the following types of alternative protein products?

|  |  |  |
| --- | --- | --- |
|  | Yes (1) | No (2) |
| Lab-grown/cultured meat (1)  |  |  |
| Meat-like plant-based products (e.g. Impossible Burger™) (2)  |  |  |
| Traditional plant-based products (3)  |  |  |
| Edible insect products (4)  |  |  |

|  |  |
| --- | --- |
| Page Break |  |

Q15 Do you currently consume any of the following types of alternative protein products?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Daily (1) | Weekly (2) | Monthly (3) | Less than monthly (4) | Never (5) | Don't know (6) |
| Meat-like plant-based products (e.g. Impossible Burger™) (1)  |  |  |  |  |  |  |
| Traditional plant-based products (2)  |  |  |  |  |  |  |
| Edible insect products (3)  |  |  |  |  |  |  |

|  |  |
| --- | --- |
| Page Break |  |

Q16 If lab-grown/cultured meat was commercially available and affordable in New Zealand, would you be willing to purchase this type of product?

* Yes (1)
* No (2)
* Maybe (3)

|  |  |
| --- | --- |
| Page Break |  |

Q17 Gender

* Male (1)
* Female (2)
* Diverse (3)

|  |  |
| --- | --- |
| Page Break |  |

Q18 Age

* 18-29 (1)
* 30-44 (2)
* 45-59 (3)
* 60-64 (4)
* 65-74 (5)
* 75+ (6)

|  |  |
| --- | --- |
| Page Break |  |

Q19 What is your highest level of education?

* Up to High School (1)
* High School (2)
* Tertiary qualification other than Degree (e.g. diploma, vocational, etc) (3)
* University degree (4)
* Post-graduate degree (5)
* Other, please specify (6) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

End of Block: Default Question Block