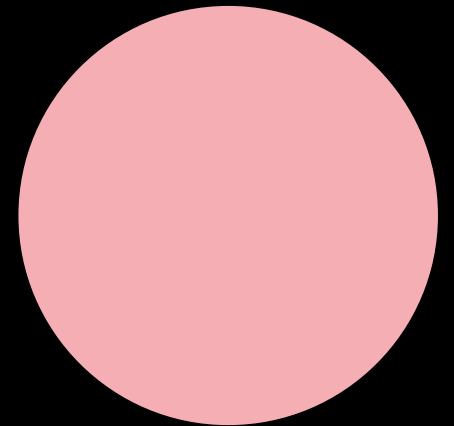


WWF Food Habits Survey

Report: April 2024



WWF

FUNDACION VIDA SILVESTRE

ESTONIAN FUND FOR NATURE

ANP ASSOCIAÇÃO NATUREZA PORTUGAL

AIESEC

CO-FUNDED BY THE EUROPEAN UNION

EUROPEAN UNION

This publication was produced with the financial support of the European Union. Its contents are the sole responsibility of WWF and other Eat4Change project partners and do not necessarily reflect the views of the European Union.

Table of Contents

- 1** Intro
- 9** Section One: Awareness and Consumption of Sustainable Food in the EU
- 21** Section Two: Q1-Q9, Change since 2021 in the EU Eat4Change countries
- 30** Section Three: The Politics of Sustainable Food
- 42** Section Four: The Relative Importance of Environmental Issues
- 58** Section Five: Awareness of Eat4Change
- 69** Section Six: Key Takeaways
- 71** Appendix: The UK
- 82** Appendix: Additional Charts
- 84** End

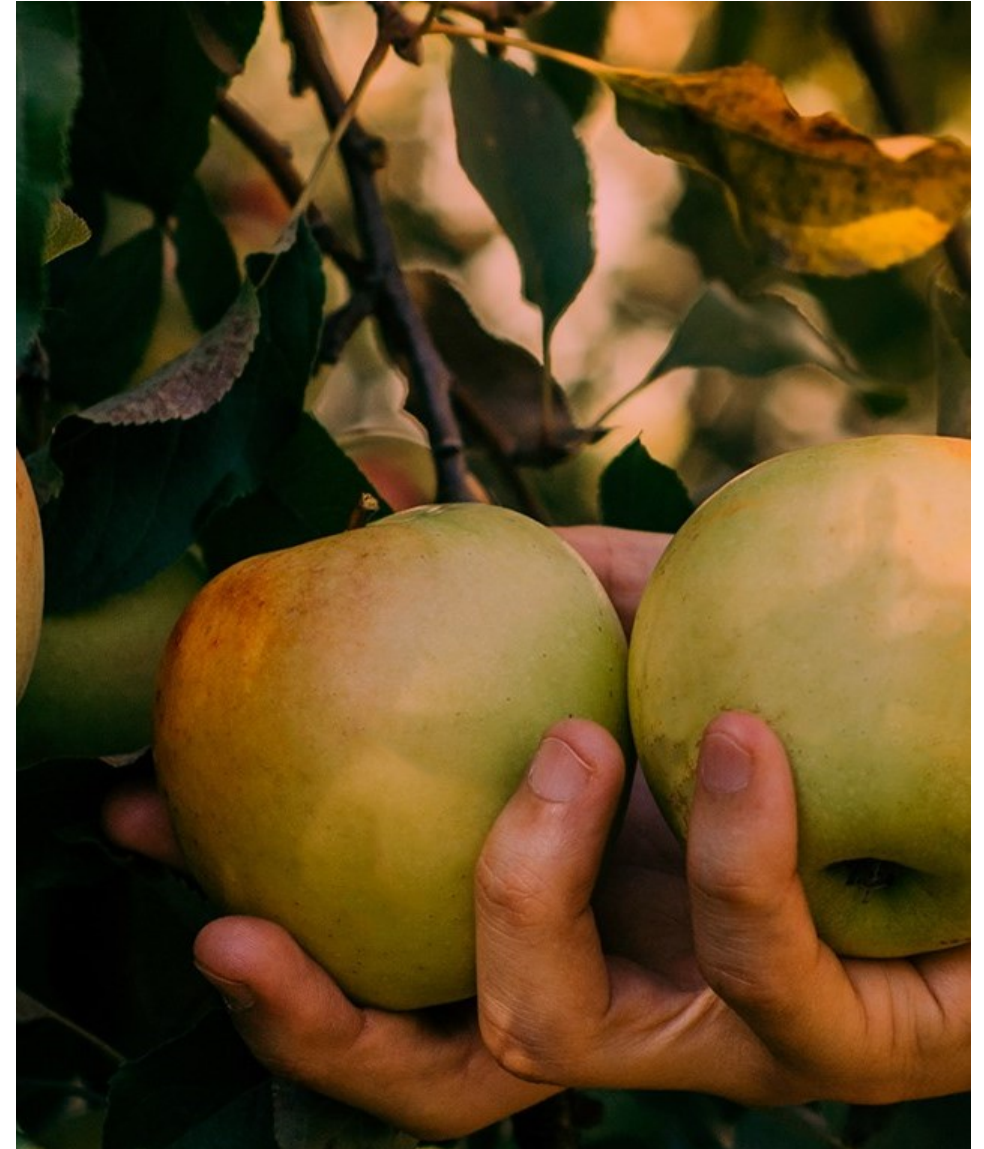
Background and objectives

Eat4Change is a campaign that aims to engage citizens on the topic of sustainable food, highlighting global interconnections and dependencies and demonstrating how individual lifestyle choices can directly contribute to limiting climate warming.

In 2024 WWF commissioned a survey of adults in 11 EU countries (Austria, Belgium, Estonia, Finland, France, Greece, Portugal, Sweden, Germany, Spain and Poland) plus the UK as part of the fourth wave of the Eat4Change project, with funding from the European Union, WWF-DE and WWF-Int.

The countries surveyed in all four years are Austria, Belgium, Estonia, Finland, France, Greece, Portugal, Sweden, and the UK. Germany, Spain and Poland were surveyed in 2022-2024. Mexico and Romania were only surveyed in 2022.

The aim of this survey is to uncover any changes in popular opinion towards the topics and issues covered by or related to the Eat4Change campaign. These findings will be fed back into the work at WWF and will be used alongside other measures to assess the impact of the campaign, and to guide WWF's work promoting food sustainability.



Methodology

In 2024, Savanta interviewed 17647 adults aged 18-65 across 12 countries via a 10 minute online survey. Full details of sample can be found on the following slide.

Questions 1-11 in the 2024 survey were kept the same as in the previous three surveys, Q18-19 the same as in 2022, and Q14W3 the same as in 2023, to ensure comparability. All other questions are unique to this survey.

Fieldwork took place between the 5th March and 2nd April . The first wave of the Eat4Change survey was conducted between the 22nd February and 18th March 2021, while the second took place between the 21st June and 7th July 2022. The third took place between 10th March and 4th April 2023.

Data were weighted per country by age, gender and region to be nationally representative by country. All countries' populations were then weighted to an equal size, to prevent countries with different sample sizes skewing cross-country averages.

Please note that all differences referred to in the following report are 'significant', in that the differences are statistically significant to a confidence level of 95%.

Sample

Country	2021	2022	2023	2024
Austria	1032	1004	1091	1061
Belgium	1028	1000	1019	1026
Estonia	1044	1013	1085	1038
Finland	1031	1007	1081	1037
France	2098	2017	2019	2034
Greece	1017	1048	1113	1098
Portugal	1052	1097	1101	1051
Sweden	1074	1014	1090	1032
The United Kingdom	2063	2015	2035	2023
Germany	n/a	2044	2067	2050
Spain	n/a	2009	2110	2089
Poland	n/a	2008	2120	2108
Romania	n/a	1073	n/a	n/a
Mexico	n/a	1573	n/a	n/a
Total	11439	19922	17931	17647
Wave 4 EU Total	9376	15261	15896	15624
Eat4Change Total	11439	11215	11634	11400
Eat4Change EU Total	9376	9200	9599	9377

Narrative summary #1 – Attitudes, beliefs and behaviours

- While the majority of respondents in EU Eat4Change countries this wave are likely to buy and eat sustainable food, know a fair amount about the environmental impacts of unsustainable food, and exhibit concern about those impacts, looking across time, the likelihood of buying and eating sustainable food, and levels of knowledge and concern about food impacts have all fallen slightly since 2021.
- However, there has been a slight increase since 2021 in respondents in EU Eat4Change countries selecting ‘reducing food waste’, ‘buying food in season’, and ‘buying unprocessed food’ as being important to them. Respondents therefore remain invested in the quality of their food.
- In addition, this wave we are able to dig deeper into respondents’ beliefs about food via examining the WWF Food Myths they hold. While these are interesting in themselves, their primary importance is that respondents in Eat4Change EU countries with low belief in myths are significantly more likely than those with high belief in myths to hold the desired attitudes towards sustainable food. This suggests that by busting food myths and changing people’s beliefs, the Eat4Change campaign would be likely to have a positive impact on people’s behaviour.
- The correction of false beliefs is one route to increasing peoples’ understanding and consumption of sustainable food, but this should be coupled with efforts to reduce its cost. The price of sustainable food continues to be the main hurdle for EU citizens when deciding to purchase and consume it, with the proportion of EU citizens identifying it as a barrier rising from 47% in 2021 to 56% in 2024.

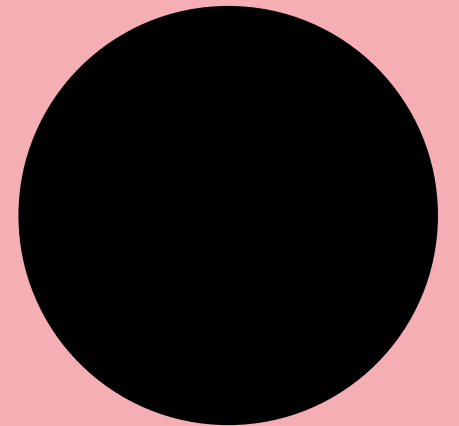
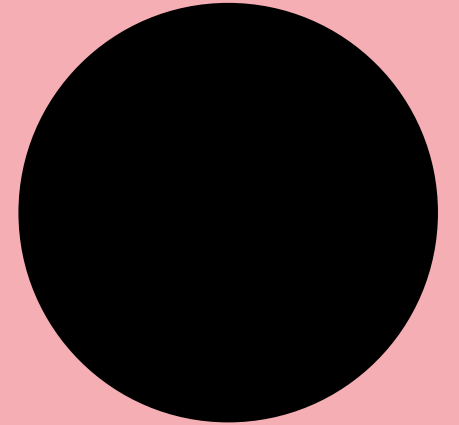
Narrative summary #2 – Political importance

- The relative importance of sustainable food, when seen in context of other political issues, has remained at a low level amongst EU countries since 2022 (18% select it as a top five most important issue).
- However, in Spain almost three in ten (28%) select ‘whether your food is sustainable’ as one of their top five most important issues, consistent with 2023, but a sizeable jump since 2022. Given the persistence of this positive outlier result, we would recommend investigating the Spanish case in greater depth.
- Though the relative importance of sustainable food is not considered to be particularly high, policies focused on it are popular. Six in ten respondents (62%) would, if presented with a hypothetical choice between a few candidates who are otherwise equally appealing, be more likely to vote for the candidate actively campaigning to increase peoples’ access to sustainable and healthy food. In addition, three quarters of EU respondents (75%), report that it is important to them that future MEPs support policies that would help reduce the cost of sustainable and healthy food.

Narrative summary #3 – Campaign evaluation

- The awareness level of the 'Eat4Change' campaign, measured as peoples' recall of seeing social media content featuring the campaign name in the last three months, stands at one in six respondents (15%). Among EU Eat4Change countries the level of recall is highest in France, where almost one in five respondents (18%) remember seeing the campaign.
- Those who recall encountering the Eat4Change campaign on social media in the last three months are more likely to know a great deal about the environmental impacts of food, are more likely to purchase and consume sustainable food (74% vs. 54%) and perform all the tested actions (especially sharing information about sustainable food on social media) for the first time in the next month, compared to those who do not recall seeing the campaign.
- These findings should not be interpreted solely as showing the causal impact of the campaign. For example, it is plausible that people who are more likely to see the Eat4Change campaign on social media would have pre-existing characteristics (such as an interest in environmental issues) that would also make them more likely to eat sustainable food or perform the tested actions. Nevertheless, even if we cannot isolate the impact that Eat4Change has had on peoples' behaviour, we can say for certain that those who report having seen it are acting how we would wish them to. As such this information does increase our confidence in the hypothesis that the Eat4Change campaign has positively impacted respondent behaviour, even if it does not demonstrate this conclusively.

Section One: Awareness and Consumption of Sustainable Food in the EU

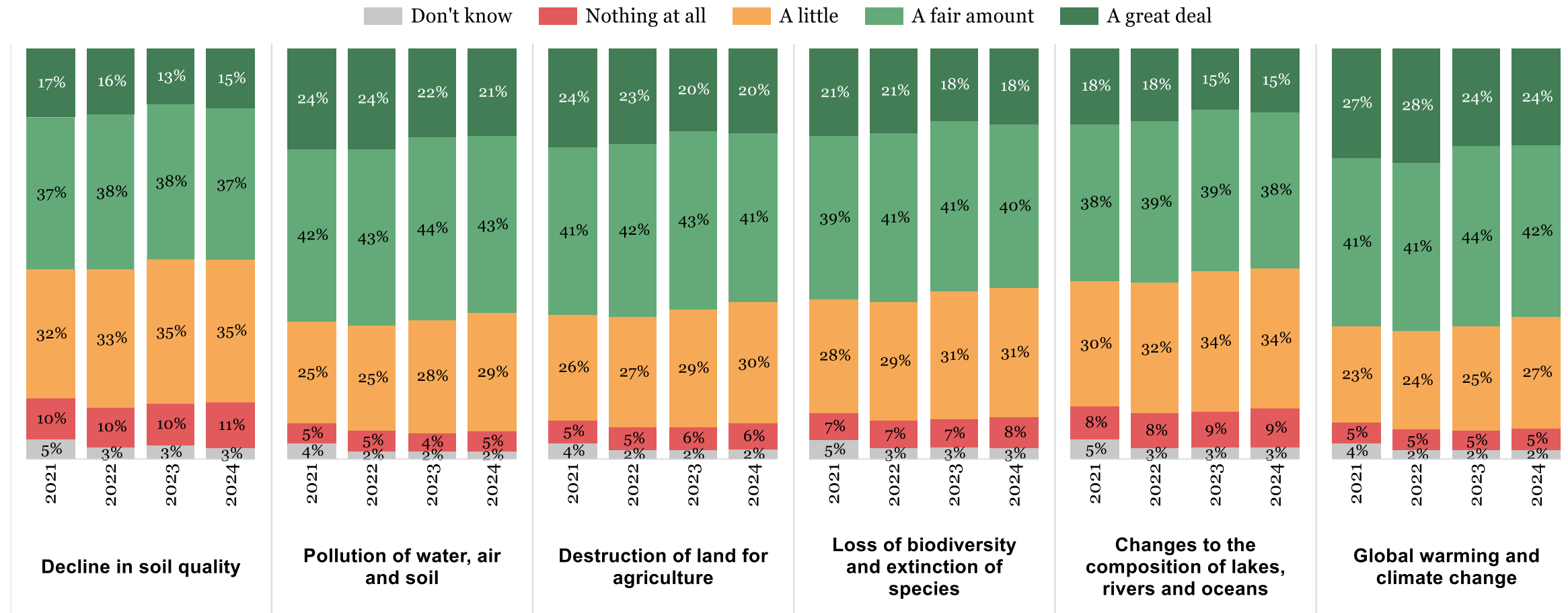


Executive Summary

- Among Eat4Change EU countries, three in five (58%) are likely to buy and eat food that is less damaging for the environment and is more sustainable, the same as 2023 (59%).
- Portugal (68%), France (65%) and Austria (64%) are the Eat4Change EU countries most likely to buy and eat food that is less damaging for the environment and is more sustainable.
- Of the tested actions, respondents in all EU countries are most likely to say they will visit the WWF website and do research to see if their food was made sustainably, in the next month, for the first time (both 27%).
- Of the WWF food myths tested, EU respondents are most likely to believe the myth that greenhouse gas emissions associated with food production are high mainly because we transport food around the globe (six out of ten, 59%). Austria (69%) is the country most likely to believe this.
- Respondents in Eat4Change EU countries with low belief in myths are significantly more likely than those with high belief in myths to buy and eat food that is less damaging for the environment and is more sustainable (69% vs. 58%).

Between 2021-2024 there has been a slight increase in the proportion of respondents who know only a little about the environmental impact of food, with a corresponding decrease in those who know a great deal

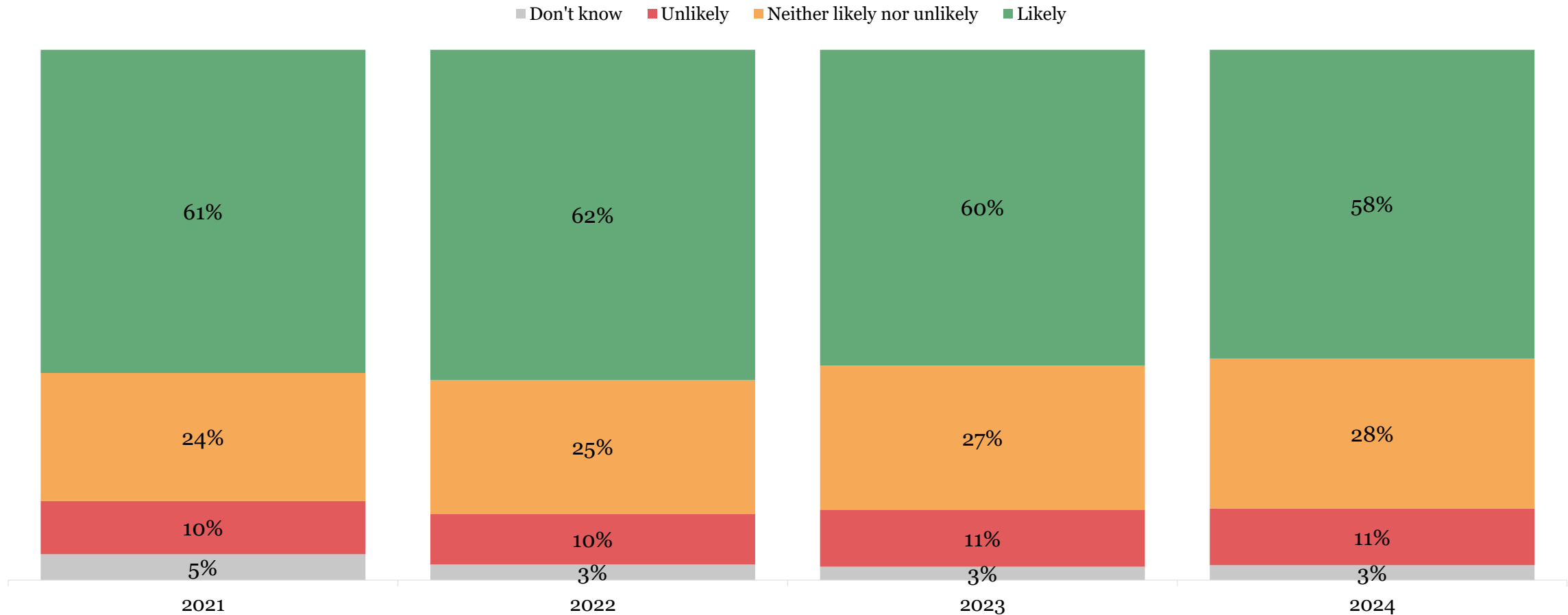
Level of knowledge about the following environmental impacts of food, among EU Eat4Change countries, 2021-2024



[1] Q5. Before taking part in this survey, how much, if anything, would you say you knew about the following environmental impacts caused by the food we produce and consume on a large scale? [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal or Sweden: 2021 (n=9376), 2022 (n=9200), 2023 (n=9599), 2024 (n=9377)

Since 2021 there has been a slight decrease in how likely respondents in EU Eat4Change countries are overall to buy and eat sustainable food

How likely respondents in EU Eat4Change countries were to buy and eat sustainable food, 2021-2024



[1] Q10. How likely or unlikely, if at all, are you to buy and eat food that is less damaging for the environment and is more sustainable? [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal or Sweden: 2021 (n=9376), 2022 (n=9200), 2023 (n=9599), 2024 (n=9377)

Among Eat4Change countries, the decrease since 2021 is most consistent and pronounced in Greece, Finland and Portugal

Whether respondents in EU countries are likely to buy and eat sustainable food, 2021-2024

Country	2021	2022	2023	2024	Change since 2021
Portugal	73	74	69	68	-5
France	64	69	66	65	+1
Austria	67	66	63	64	-3
Poland		69	64	64	-
Spain		71	68	64	-
Greece	70	67	63	59	-11
Estonia	60	59	63	58	-2
Germany		62	61	58	-
Belgium	45	57	52	55	+9
Finland	56	52	50	49	-7
Sweden	52	55	50	47	-4

Rows highlighted red indicate the countries where the proportion of respondents who report being likely to buy and eat sustainable food has fallen the most since 2021

[1] Q10. Likely (codes 1-2): How likely or unlikely, if at all, are you to buy and eat food that is less damaging for the environment and is more sustainable? [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal or Sweden: 2021 (n=9376), 2022 (n=9200), 2023 (n=9599), 2024 (n=9377)

WWF Food Myths

In this wave we added a question to test respondents' belief in five myths related to food sustainability and climate change. These myths were selected as WWF intends to change peoples' belief in them via its next social media campaign. The myths are as follows:

- You cannot increase your strength or muscle mass with a 100% plant-based diet
- There is plenty open land left on our planet that we could use for agriculture.
- Eating more plant-based food doesn't make a difference to the climate
- Throughout history we have always eaten the same amount of meat as we do now.
- Greenhouse gas emissions associated with food production are high **mainly** because we transport food around the globe.

Respondents were asked to score their belief in the statements on a scale of 'Definitely true' to 'Definitely false'. Their response would be given a score based on their chosen option (see Key One), with the scores from all five statements added together to give each respondent a combined myths score.

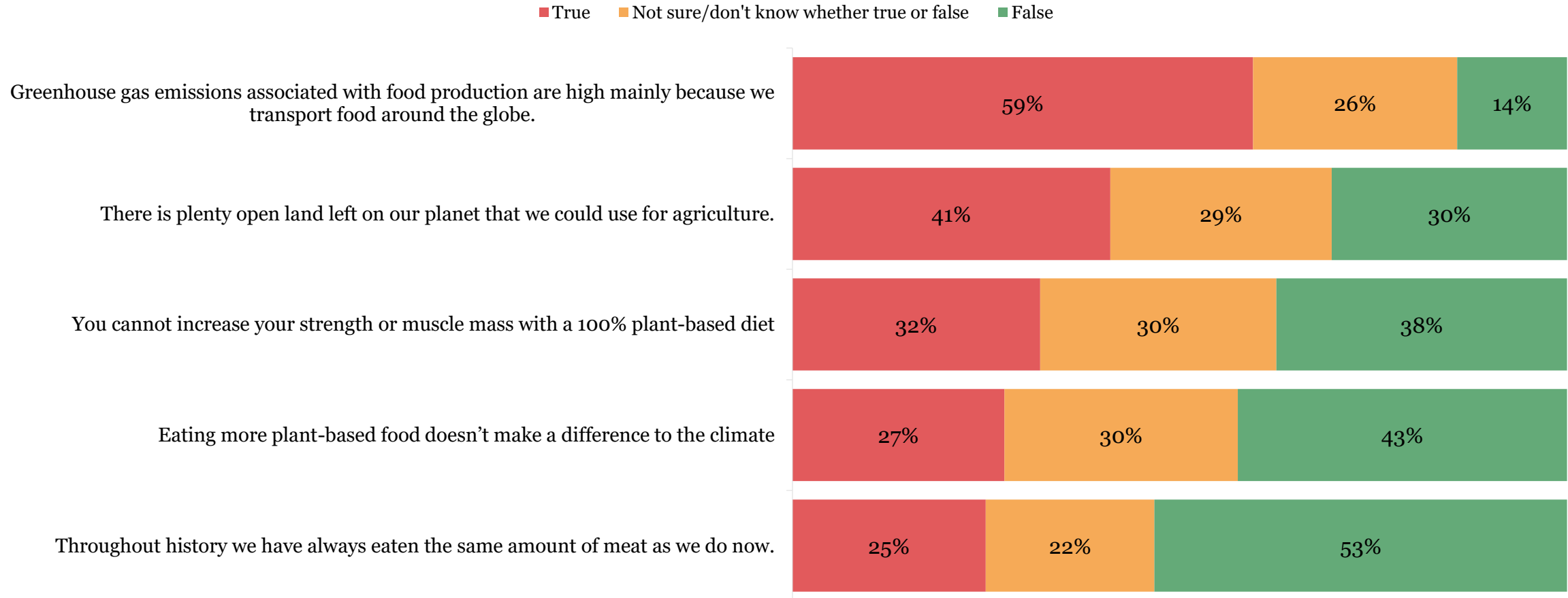
For example, A respondent who answers, 'definitely true' in response to all five statements would score '25' (5 + 5 + 5 + 5 + 5) and would be labelled as having a high belief in myths. Key Two shows how scores were matched to categories.

Key One	
Definitely true	5
Probably true	4
Not sure / don't know whether true or false	3
Probably false	2
Definitely false	1

Key Two	
High belief in myths	Myth score = 19-25
Moderate belief in myths	Myth score = 12-18
Low belief in myths	Myth score = 5-11

Amongst food myths, belief is highest in food-related greenhouse gas emissions being mainly due to food being transported globally, and there being plenty of land available for agriculture.

Level of belief in the WWF food myths in the Wave 4 EU countries, 2024



[1] Q28W4. Do you think the following statements are true, or false? [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal, Sweden, Germany, Spain or Poland: 2024 (n=15624).

If each country is examined in isolation, we can see that in every country respondents are most likely to believe the myth that greenhouse gas emissions are high due to transport

Those in each surveyed EU country who believe that each WWF food myth is probably or definitely true, 2024

	EU	Austria	Belgium	Estonia	Finland	France	Germany	Greece	Poland	Portugal	Spain	Sweden
Greenhouse gas emissions associated with food production are high mainly because we transport food around the globe.	59	69	59	53	60	68	64	45	50	64	61	61
There is plenty open land left on our planet that we could use for agriculture.	41	33	35	37	39	40	33	42	48	58	47	39
You cannot increase your strength or muscle mass with a 100% plant-based diet	32	29	30	44	34	36	31	32	30	27	32	27
Eating more plant-based food doesn't make a difference to the climate	27	27	27	29	22	30	24	32	32	25	27	26
Throughout history we have always eaten the same amount of meat as we do now.	25	20	27	36	30	23	21	20	32	15	23	29

Cells highlighted a darker red indicate a greater belief in the respective food myth

[1] Q28W4. Do you think the following statements are true, or false? [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal, Sweden, Germany, Spain or Poland: 2024 (n=15624).

However, if countries' results are compared, we can see that Austrians are relatively more likely than those in all other countries to believe in the transport myth, while those in Portugal are relatively more likely to believe in the agriculture myth

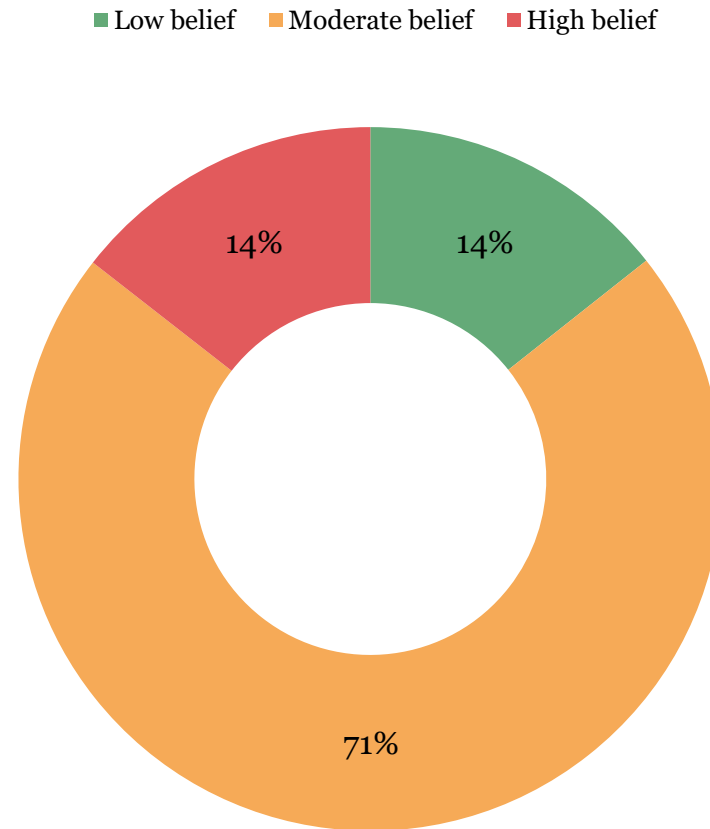
Those in each surveyed EU country who believe that each WWF food myth is probably or definitely true, 2024

	EU	Austria	Belgium	Estonia	Finland	France	Germany	Greece	Poland	Portugal	Spain	Sweden
Greenhouse gas emissions associated with food production are high mainly because we transport food around the globe.	59	69	59	53	60	68	64	45	50	64	61	61
There is plenty open land left on our planet that we could use for agriculture.	41	33	35	37	39	40	33	42	48	58	47	39
You cannot increase your strength or muscle mass with a 100% plant-based diet	32	29	30	44	34	36	31	32	30	27	32	27
Eating more plant-based food doesn't make a difference to the climate	27	27	27	29	22	30	24	32	32	25	27	26
Throughout history we have always eaten the same amount of meat as we do now.	25	20	27	36	30	23	21	20	32	15	23	29

[1] Q28W4. Do you think the following statements are true, or false? [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal, Sweden, Germany, Spain or Poland: 2024 (n=15624).

When their responses are combined, most respondents have only a moderate level of belief in the food myths

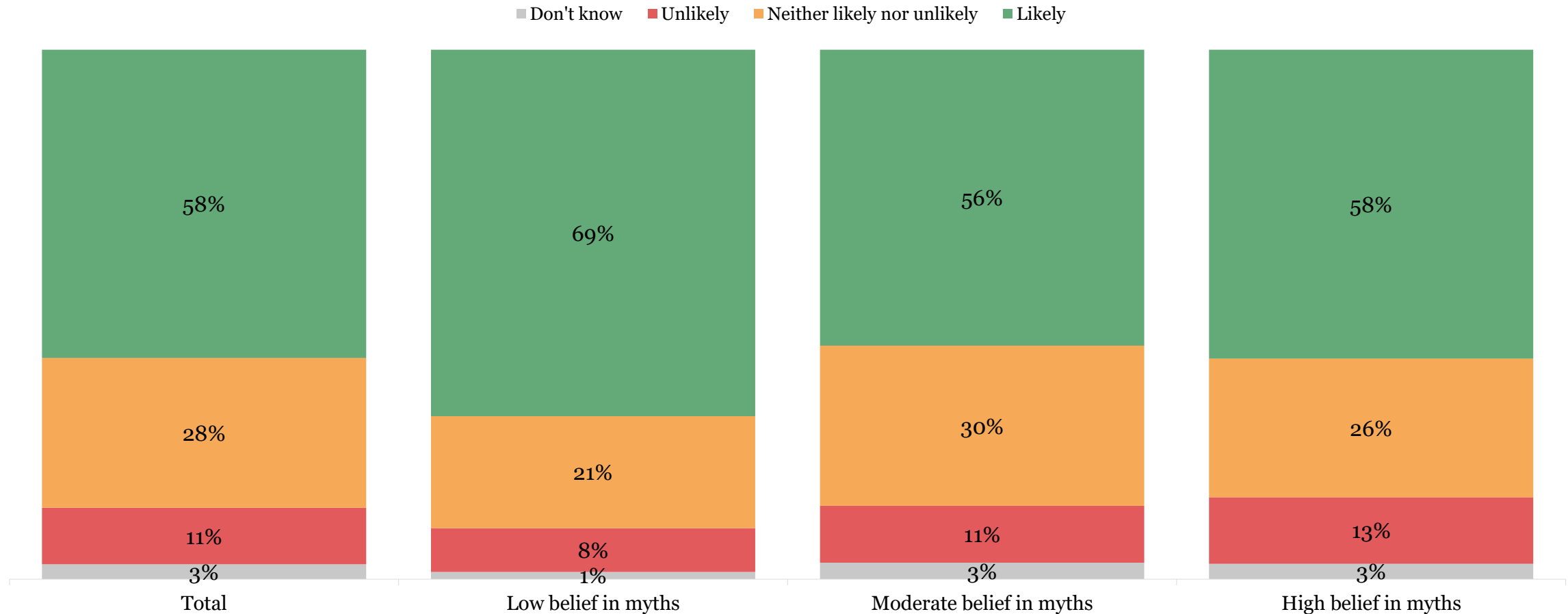
Myth belief score in surveyed EU countries , 2024



[1] MYTHSCORE_BAND. Calculation based on Q28W4 [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal, Sweden, Germany, Spain or Poland: 2024 (n=15624).

Respondents with low belief in myths are most likely to buy and eat sustainable food

How likely respondents with different levels of belief in the WWF Food Myths are to buy and eat sustainable food (EU Eat4Change countries only), 2024



[1] Q10. How likely or unlikely, if at all, are you to buy and eat food that is less damaging for the environment and is more sustainable? [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal or Sweden: 2024 (n=9377).

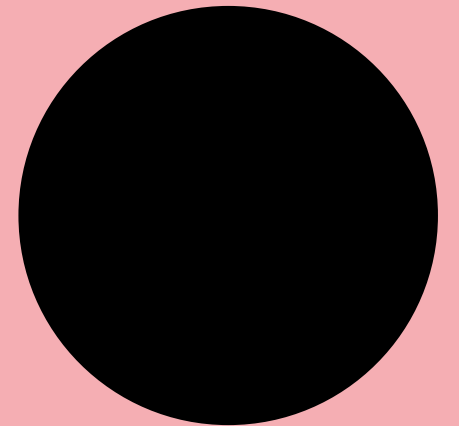
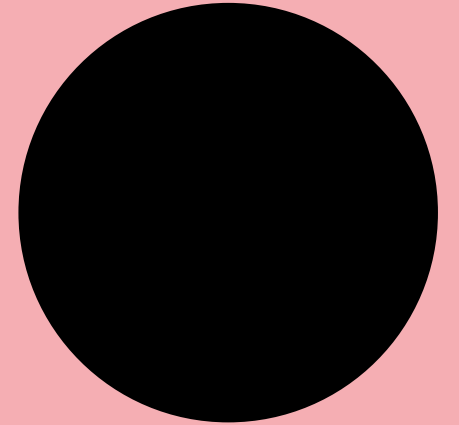
The level of knowledge is highest amongst respondents who have low belief in the food myths whilst knowledge is lowest amongst respondents who have moderate belief in these myths.

Level of knowledge about the following environmental impacts of food (nothing/a little/fair amount/a great deal), among those with different levels of belief in the WWF Food Myths (low, moderate, high) (EU Eat4Change countries only), 2024



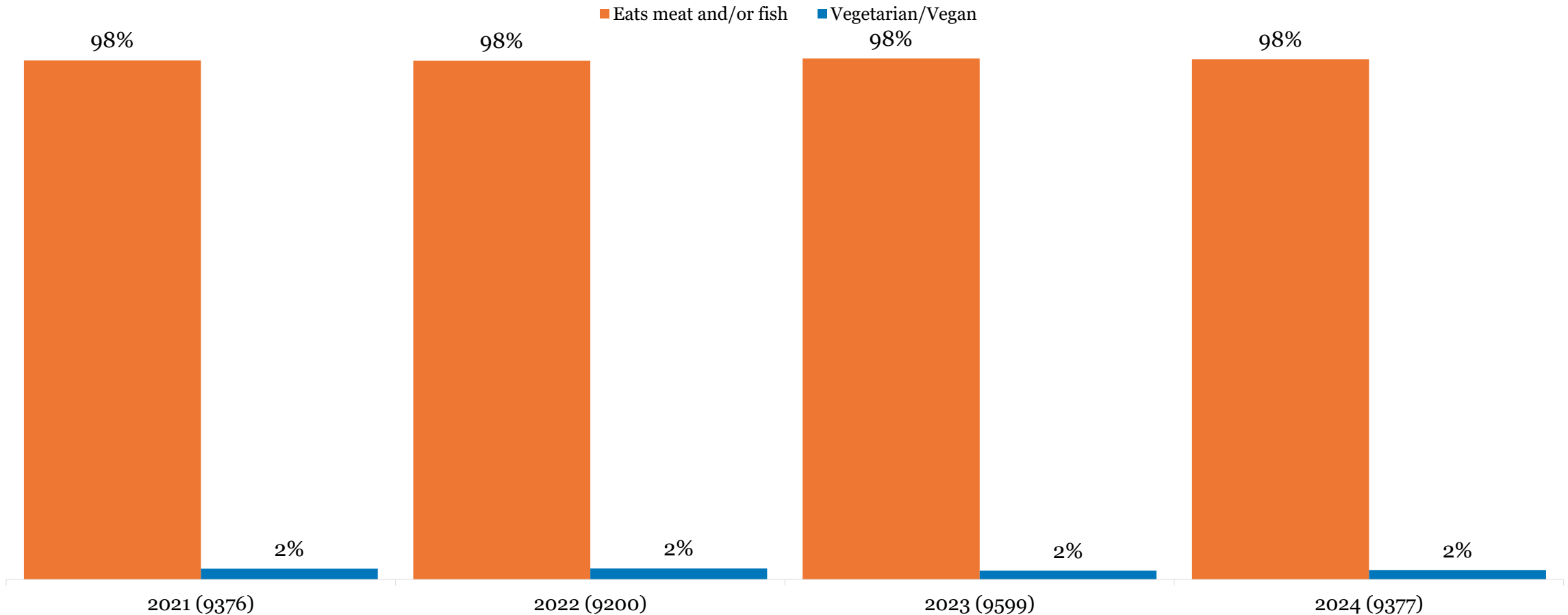
[1] Q5. Before taking part in this survey, how much, if anything, would you say you knew about the following environmental impacts caused by the food we produce and consume on a large scale? [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal or Sweden: 2024 (n=9377).

Section Two: Q1-Q9, Change since 2021 in the EU Eat4Change countries



Over the last four years the proportions of meat-eaters and vegetarians have remained constant

The proportion of respondents in EU Eat4Change countries who do and do not eat meat, 2021-2024

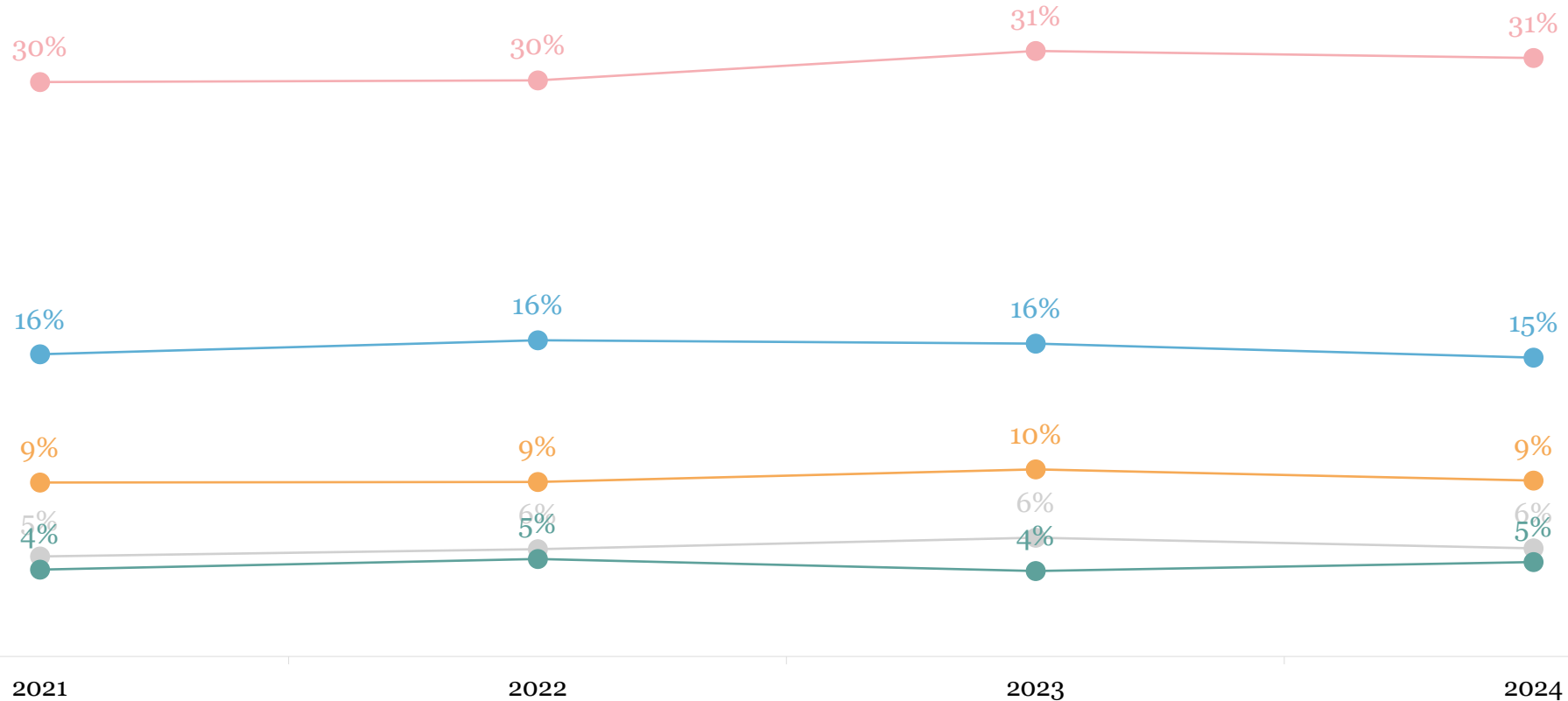


[1] Q1. Do you eat the following foods? [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal or Sweden: 2021 (n=9376), 2022 (n=9200), 2023 (n=9599), 2024 (n=9377)

There has been no change over time in respondents' beliefs in which foods have the biggest negative impact on the environment

The proportion of respondents in EU Eat4Change countries who ranked each of the following foods as having the biggest negative impact on the environment

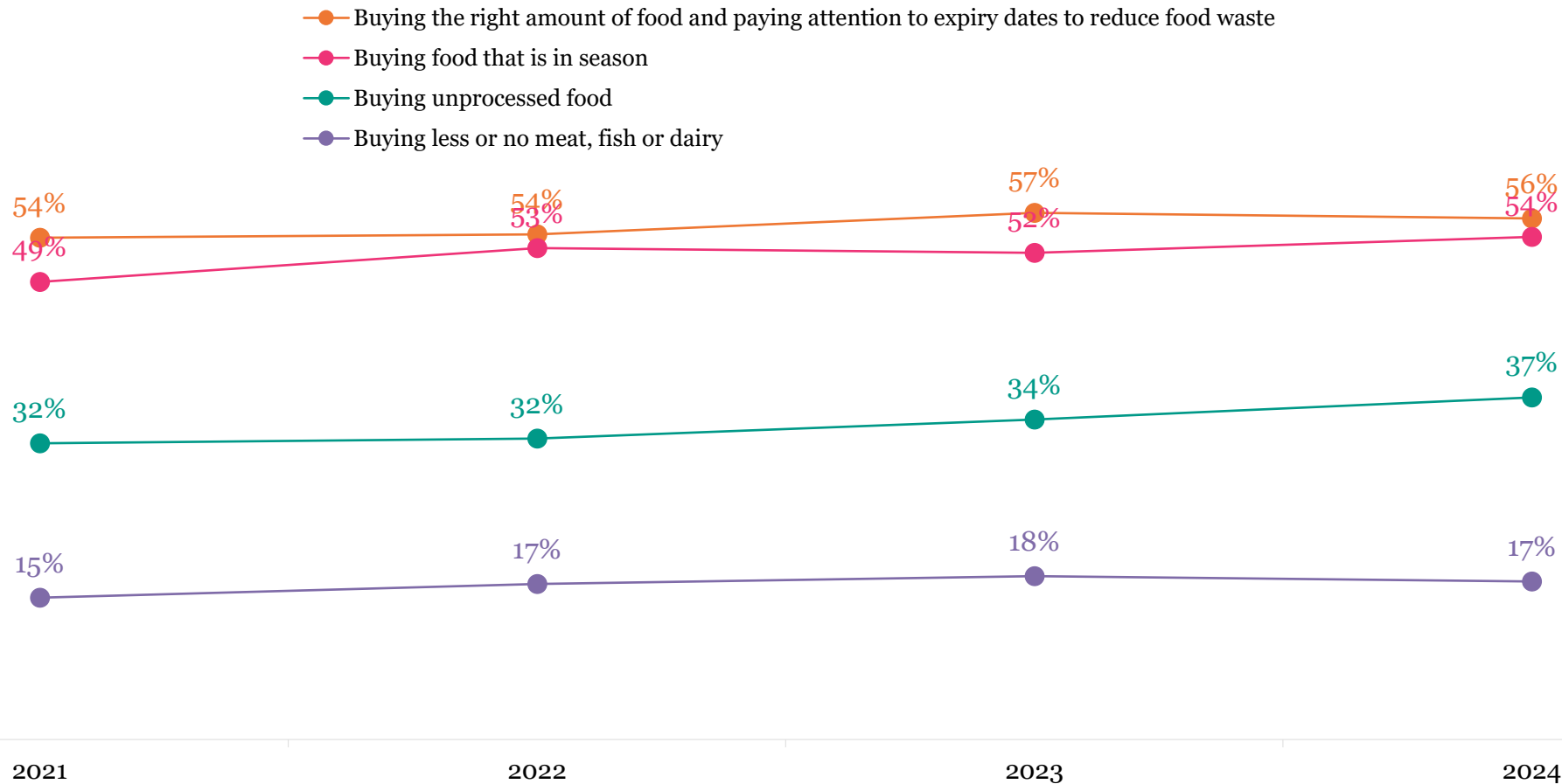
— Beef (cow) — Pork (pig e.g. ham, bacon and sausages) — Seafood (fish and shellfish) — Fruit and vegetables — Poultry (e.g. chicken, duck, turkey)



[1] Q8. Which of the following do you think has the biggest negative impact on the environment, if any? [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal or Sweden: 2021 (n=9376), 2022 (n=9200), 2023 (n=9599), 2024 (n=9377)

The importance of reducing food waste, buying food that is in season, buying unprocessed food, and buying less or no meat, fish or dairy has increased since 2021. However the rise in importance of unprocessed food has been the most consistent.

The proportion of respondents in EU Eat4Change countries for whom the following environmental and ethical considerations were among the five most important to them personally, when choosing what food to buy, 2021-2024



[1] Q2. When choosing the food you buy, which of the following environmental and ethical considerations are most important to you, if any? [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal or Sweden: 2021 (n=9376), 2022 (n=9200), 2023 (n=9599), 2024 (n=9377)

Reducing food waste and buying food that is in season are most important are most likely to be selected by those in Portugal as one of the top five most important considerations to them personally

The proportion of respondents in EU Eat4Change countries for whom the following environmental and ethical considerations were among the five most important to them personally, when choosing what food to buy, 2024

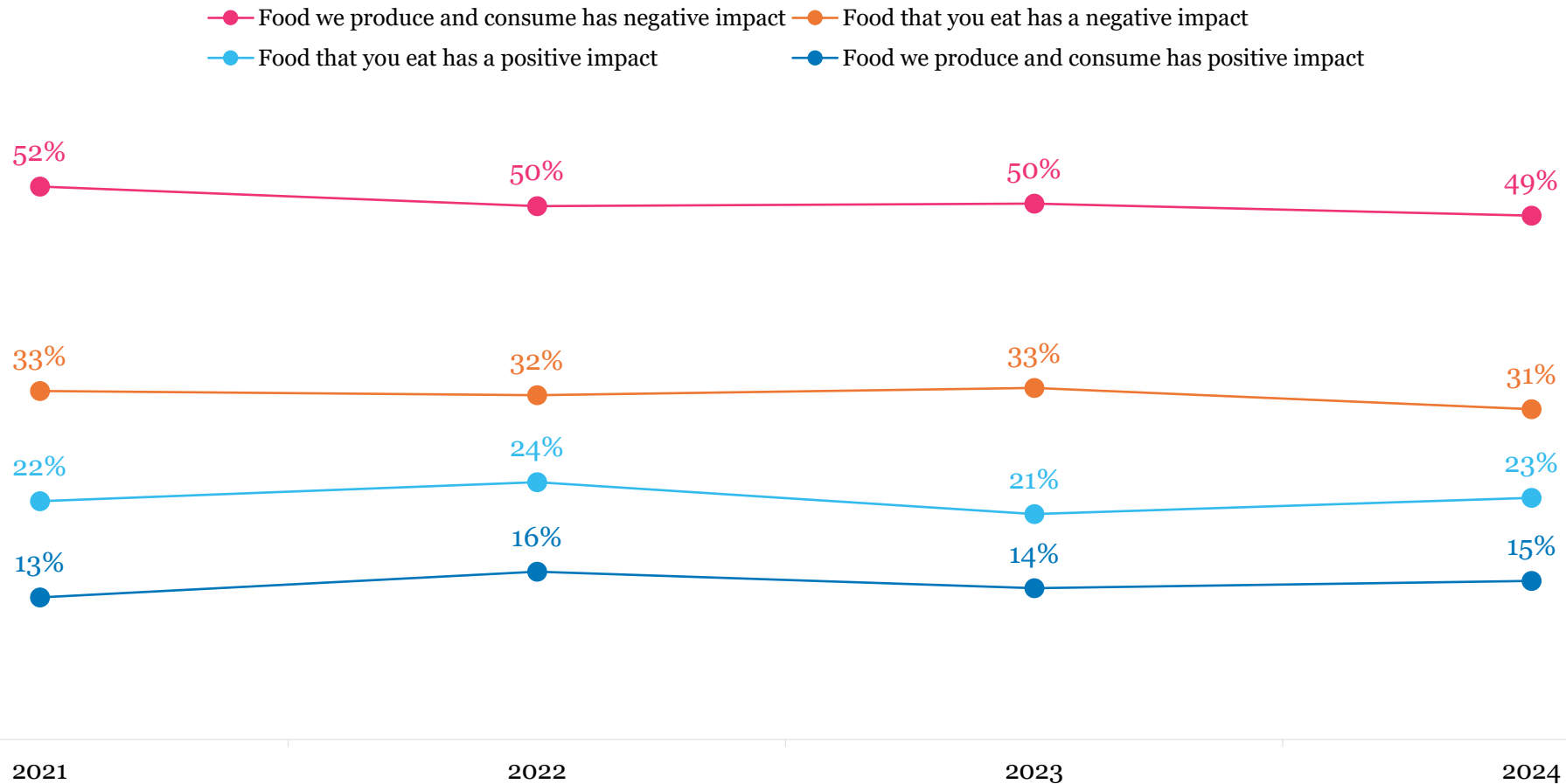
	EU	Austria	Belgium	Estonia	Finland	France	Greece	Portugal	Sweden
Buying the right amount of food and paying attention to expiry dates to reduce food waste	56	49	55	63	61	49	53	67	51
Buying food that is in season	54	54	58	46	44	62	57	67	43
Buying locally grown food	52	59	44	54	48	51	56	55	49
Buying unprocessed food	37	26	37	43	27	45	44	45	26
Buying food with higher animal welfare standards	33	46	28	27	29	26	33	34	39
Buying food with minimal or no packaging	31	33	36	40	29	29	20	37	22
Buying food that does not contain palm oil	24	28	21	22	24	31	25	15	25
Buying food from companies that pay and treat workers fairly	24	25	19	20	31	20	25	19	30
Buying food from companies that align with my values	23	22	17	26	27	16	27	24	24
Buying food with an environmental certification	19	23	15	14	21	15	16	24	26
Buying less or no meat, fish or dairy	17	12	19	11	18	18	28	12	17
Buying food that does not use a lot of natural resources to produce	16	15	17	14	20	15	13	18	18

Cells highlighted in blue indicate the country with the comparatively highest result

[1] Q2. When choosing the food you buy, which of the following environmental and ethical considerations are most important to you, if any? [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal or Sweden: 2021 (n=0), 2022 (n=0), 2023 (n=0), 2024 (n=9377)

Those in the EU Eat4Change countries are less likely in 2024 than in 2021 to believe the food eaten by a group they are part of, or by themselves personally, has a negative impact, and more likely to believe the food they eat personally has a positive impact

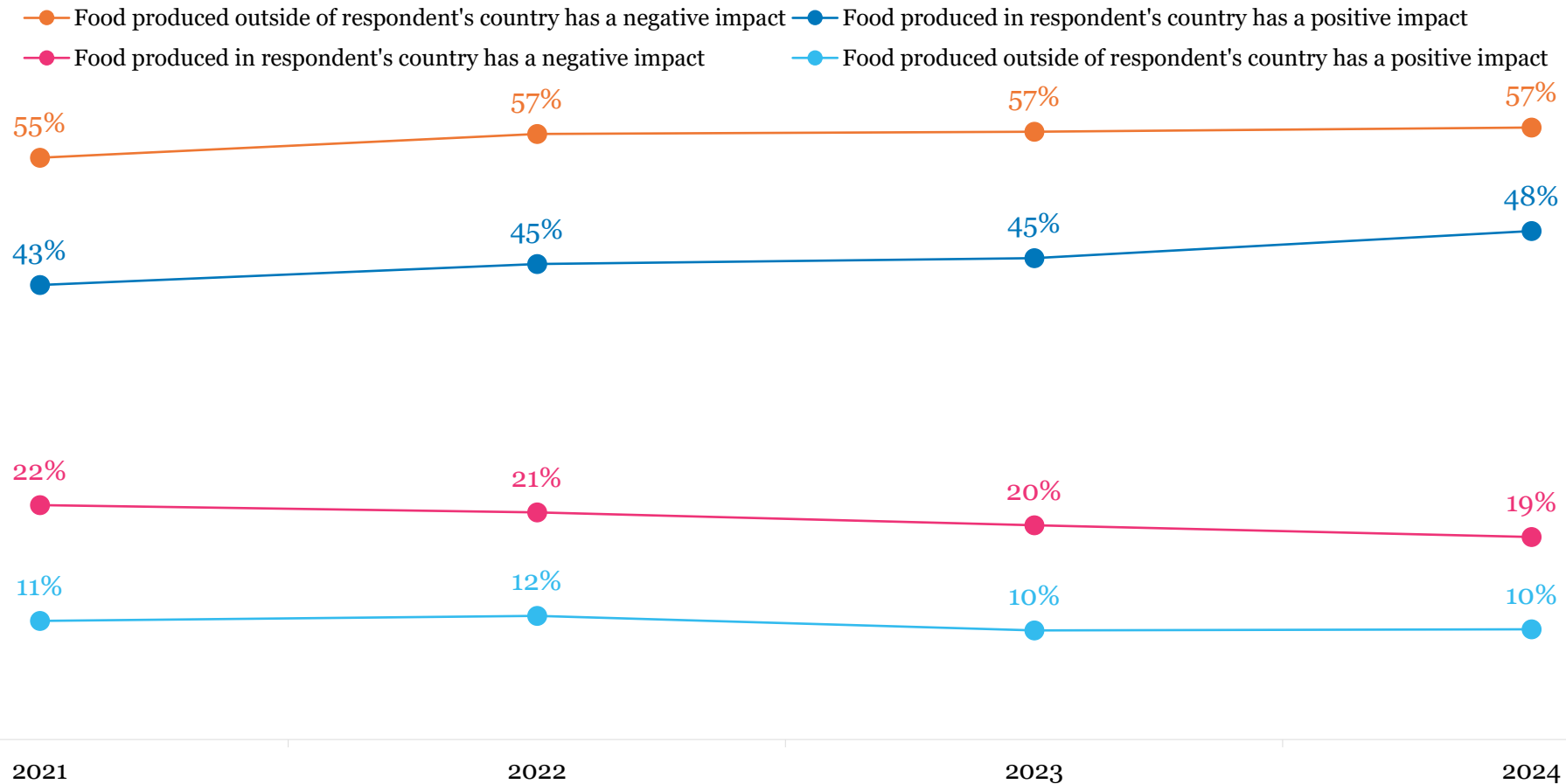
The perceived impact in EU Eat4Change countries of food produced and consumed by a group the respondent is part of and by the respondent personally on the environment, 2021-2024



[1] Q3. To what extent, if at all, do you think that the food we produce and consume has a positive or negative impact on the environment? / Q4. To what extent, if at all, do you think that the food that YOU eat has a positive or negative impact on the environment? [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal or Sweden: 2021 (n=9376), 2022 (n=9200), 2023 (n=9599), 2024 (n=9377)

Since 2021 those in the EU Eat4Change countries are increasingly positive about the environmental impact of food produced in their own countries

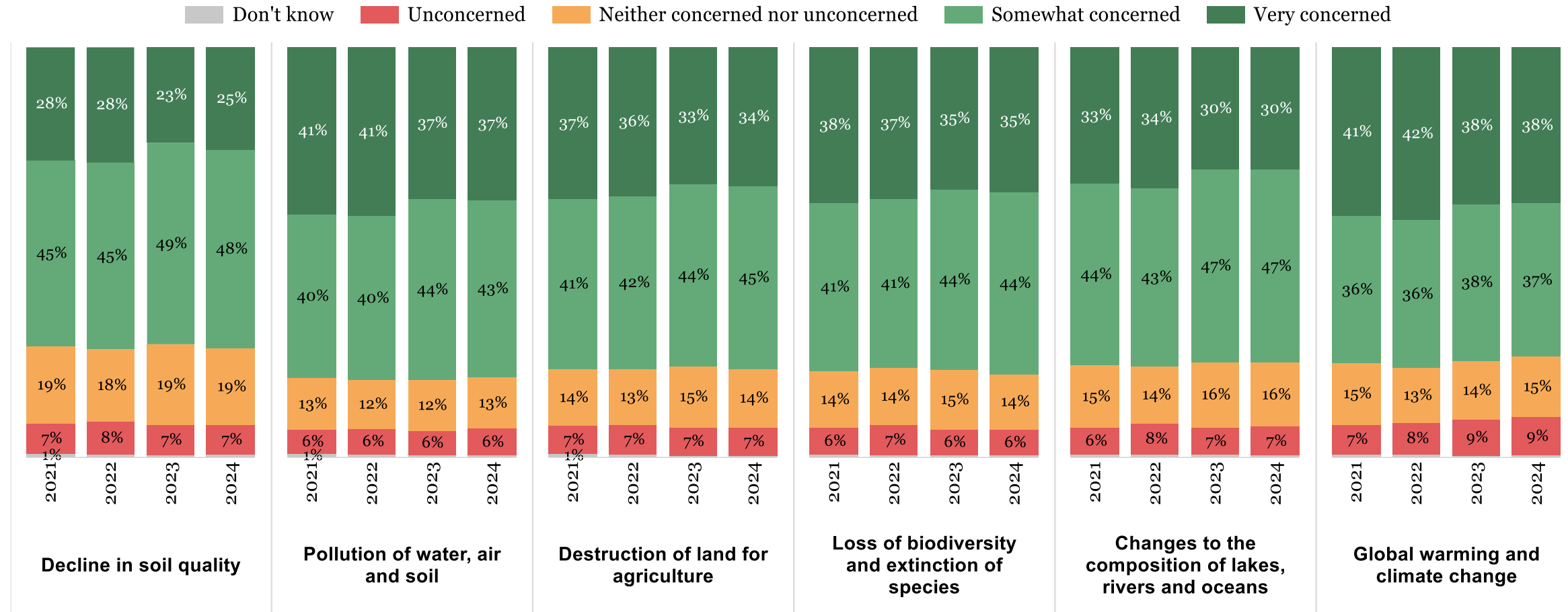
The perceived impact in EU Eat4Change countries of food produced inside and outside of the respondent's country on the environment, 2021-2024



[1] Q7. To what extent, if at all, do you think the two categories of food below have a positive or negative impact on the environment? [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal or Sweden: 2021 (n=9376), 2022 (n=9200), 2023 (n=9599), 2024 (n=9377)

While respondents overall remain far more concerned than not about the environmental impacts of food, the intensity of that concern has softened slightly since 2021

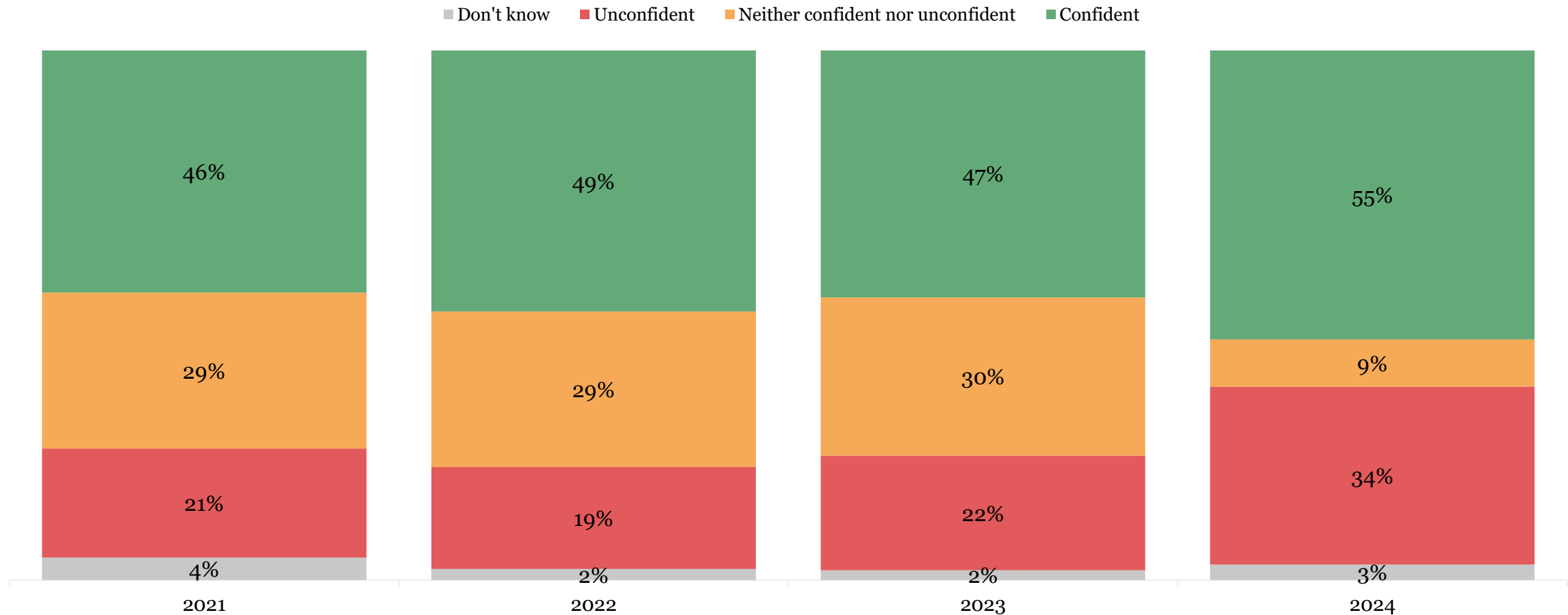
Level of concern about the following environmental impacts of food, among EU Eat4Change countries, 2021-2024



[1] Q6. How concerned or unconcerned, if at all, are you about the following environmental impacts caused by the food we produce and consume on a large scale? [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal or Sweden and who had at least a little knowledge about each statement 2021-2024

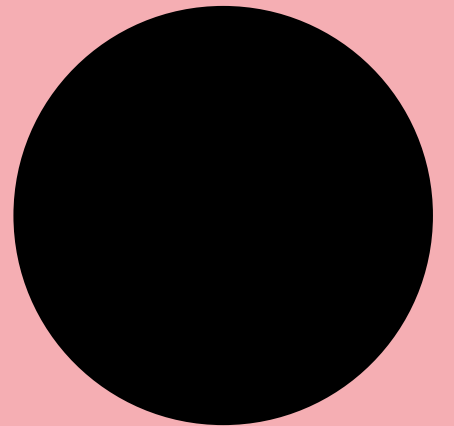
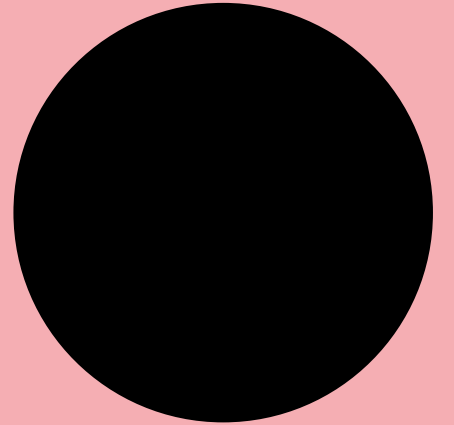
Confidence in knowledge of how to buy and eat more environmentally friendly and sustainable food has polarised since 2021, with people becoming both more and less confident due to diminishing uncertainty

The proportion of respondents in EU Eat4Change countries who were confident/unconfident in their knowledge of how to buy and eat more environmentally friendly and sustainable food



[1] Q9. How confident or unconfident are you in your knowledge of how to buy and eat more environmentally friendly and sustainable food? [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal or Sweden: 2021 (n=9376), 2022 (n=9200), 2023 (n=9599), 2024 (n=9377)

Section Three: The Politics of Sustainable Food

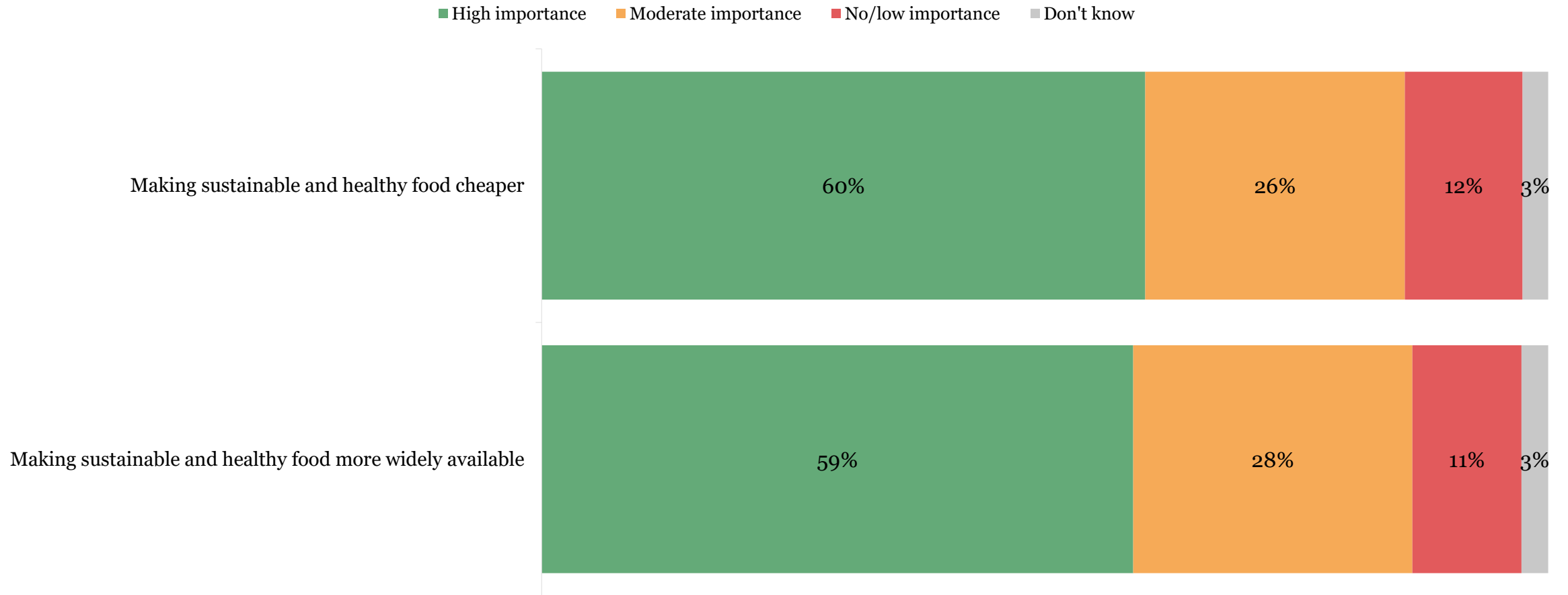


Executive Summary

- Three in five say making sustainable and healthy food cheaper (60%) and more widely available (59%) should be of high importance to the EU.
- Three quarters (75%) of respondents say that future MEPs helping to reduce the cost of sustainable and healthy food is important to them.
- Just over three in five (62%) say that, if presented with a choice between two otherwise equally appealing candidates, they would be more likely to vote for the candidate actively campaigning to increase peoples' access to sustainable and healthy food.
- Just over a third (36%) place full responsibility on large food manufacturers for ensuring the food they sell is produced sustainably, the same as in 2023.

Making sustainable and healthy food cheaper and making this food more widely available are considered to have equal importance.

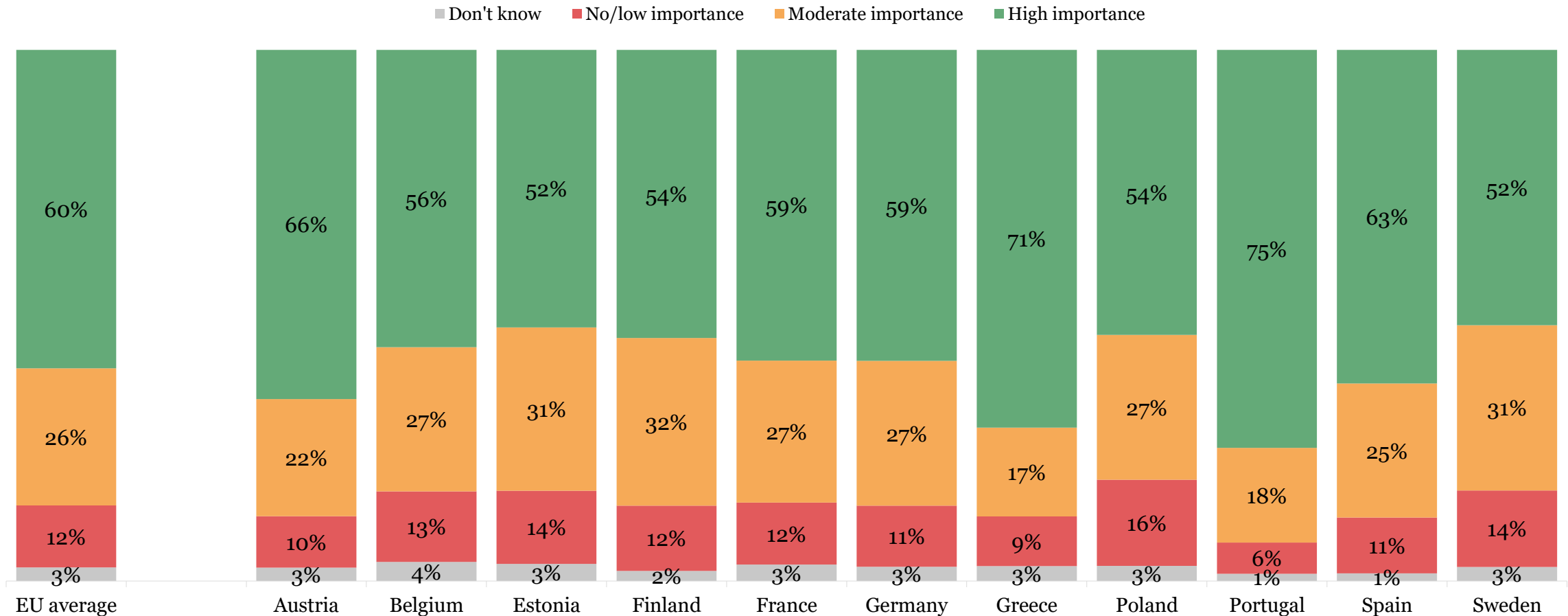
How important respondents in surveyed EU countries think the following should be to the EU, 2024



[1] Q24W4. How much importance should the EU place on the following issues... [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal, Sweden, Germany, Spain or Poland: 2024 (n=15624).

Three quarters of respondents in Portugal think the EU should treat making sustainable and healthy food cheaper with high importance, the highest of all countries

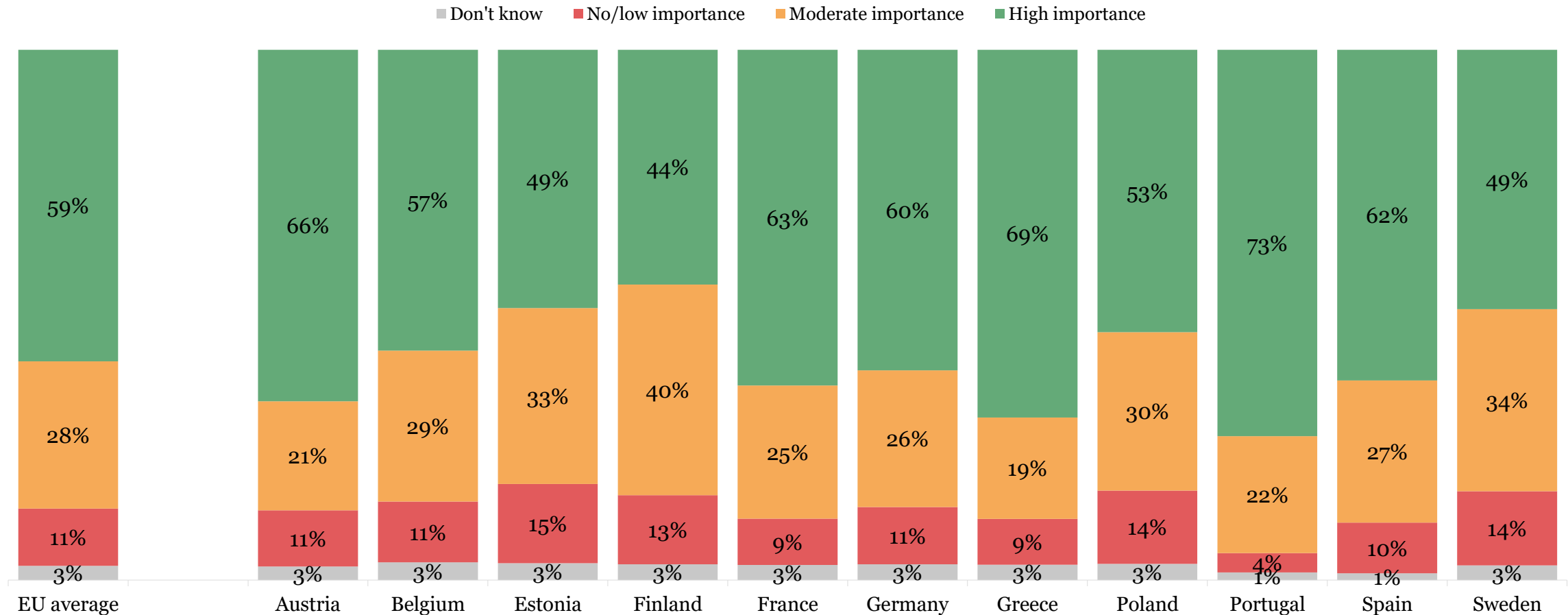
How important respondents in each surveyed EU country think making sustainable and healthy food cheaper should be to the EU, 2024



[1] Q24W4. How much importance should the EU place on the following issues: Making sustainable and healthy food cheaper [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal, Sweden, Germany, Spain or Poland: 2024 (n=15624).

Portugal is also the country most likely to think the EU should place high importance on making sustainable and healthy food more widely available, with Estonia, Poland and Sweden being most likely to think the EU should place no/low importance on it

How important respondents in each surveyed EU country think making sustainable and healthy food more widely available should be to the EU, 2024

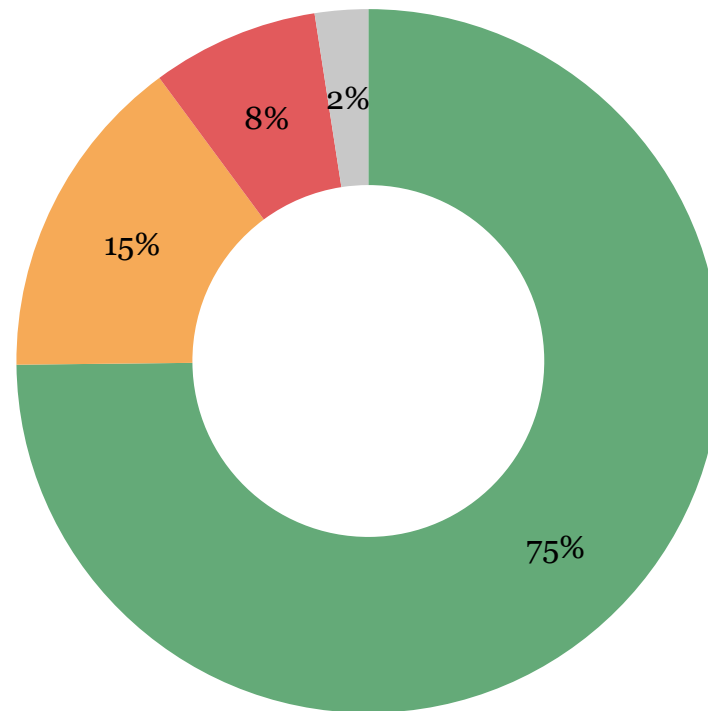


[1] Q24W4. How much importance should the EU place on the following issues: Making sustainable and healthy food more widely available [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal, Sweden, Germany, Spain or Poland: 2024 (n=15624).

Three quarters of respondents say that future MEPs helping to reduce the cost of sustainable and healthy food is important to them. Less than one in ten say it is unimportant to them.

How important respondents in surveyed EU countries think it is for future MEPs to help reduce the cost of sustainable and healthy food, 2024

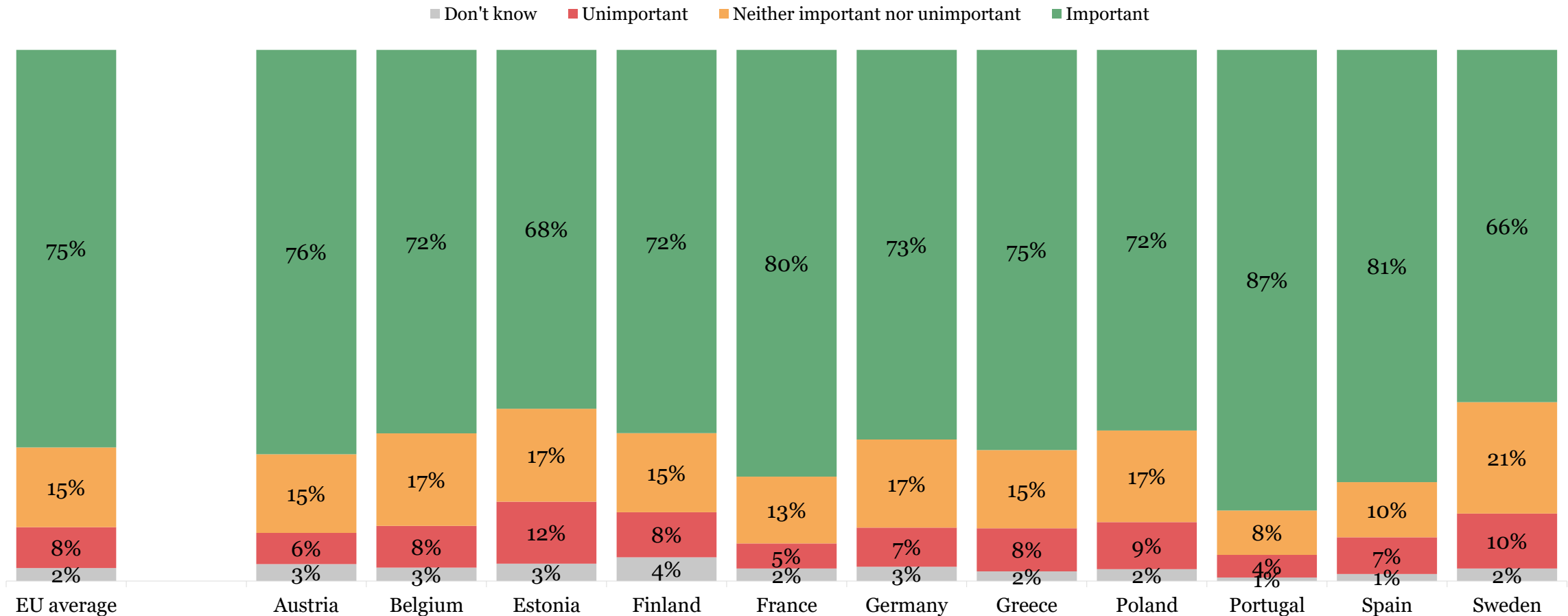
■ Important ■ Neither important nor unimportant ■ Unimportant ■ Don't know



[1] Q25W4. How important is it to you that future Members of the European Parliament support policies that help reduce the cost of sustainable and healthy food? [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal, Sweden, Germany, Spain or Poland: 2024 (n=15624).

Portugal, Spain and France are the countries most likely to think it is important for future MEPs to support policies that help reduce the cost of sustainable and healthy food.

How important respondents in each surveyed EU country think it is for future MEPs to help reduce the cost of sustainable and healthy food, 2024

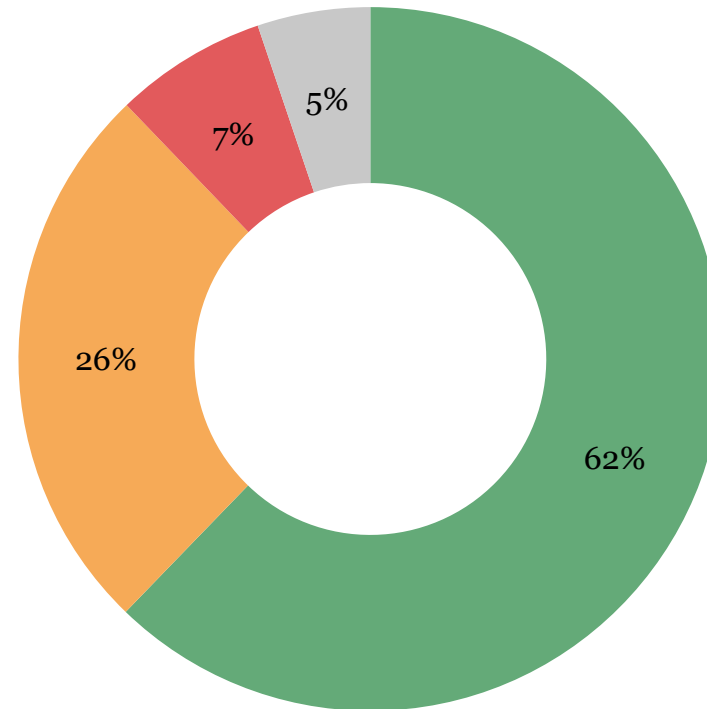


[1] Q25W4. How important is it to you that future Members of the European Parliament support policies that help reduce the cost of sustainable and healthy food? [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal, Sweden, Germany, Spain or Poland: 2024 (n=15624).

Just over three in five say that, if presented with a choice between a few otherwise equally appealing candidates, they would be more likely to vote for the candidate actively campaigning to increase peoples' access to sustainable and healthy food.

How likely respondents in surveyed EU countries are, given a choice between two otherwise equally appealing candidates, to vote for the one actively campaigning to increase peoples' access to sustainable and healthy food, 2024

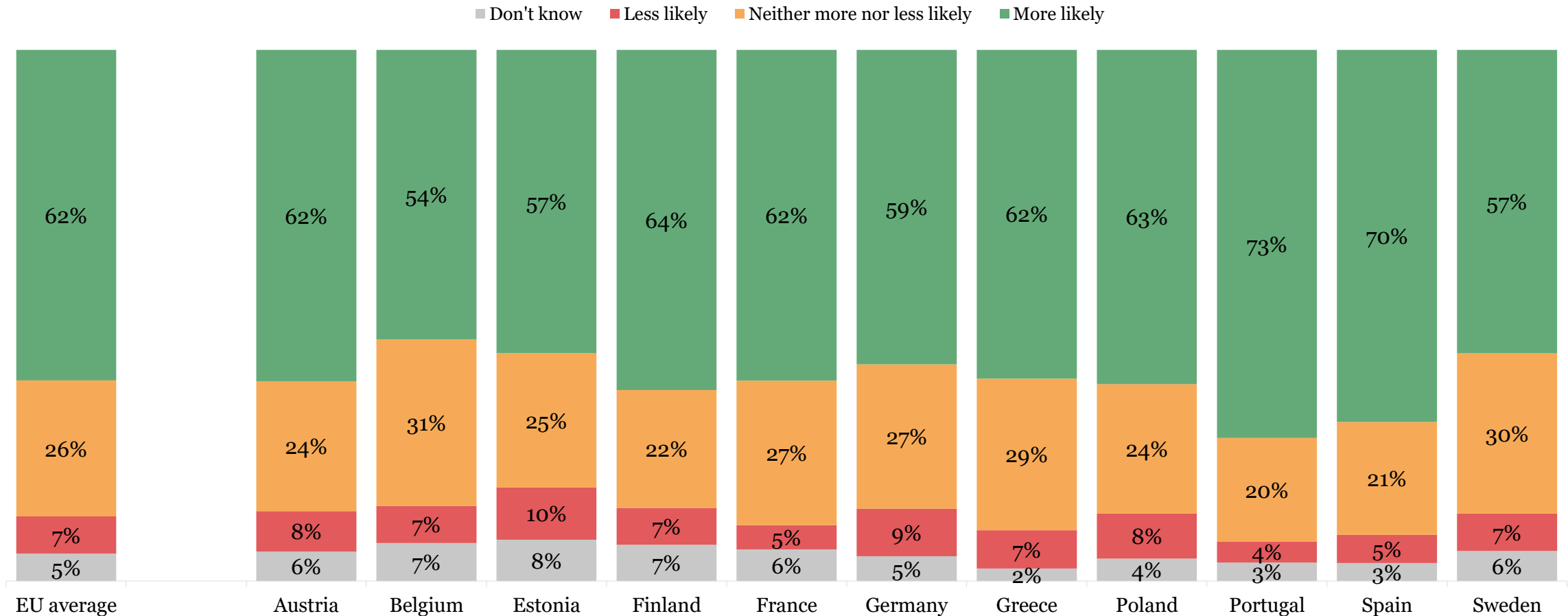
More likely Neither more nor less likely Less likely Don't know



[1] Q26W4. Imagine you are deciding which candidate to vote for in the upcoming 2024 European elections. There are a few candidates you like, but only one is actively campaigning to increase peoples' access to sustainable and healthy food. Otherwise, their campaign priorities are equally appealing. Would you be more or less likely to vote for the candidate actively campaigning to increase people's access to sustainable and healthy food? [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal, Sweden, Germany, Spain or Poland: 2024 (n=15624).

Portugal and Spain are the countries most likely to say that they would be more likely to vote for the candidate actively campaigning to increase peoples' access to sustainable and healthy food.

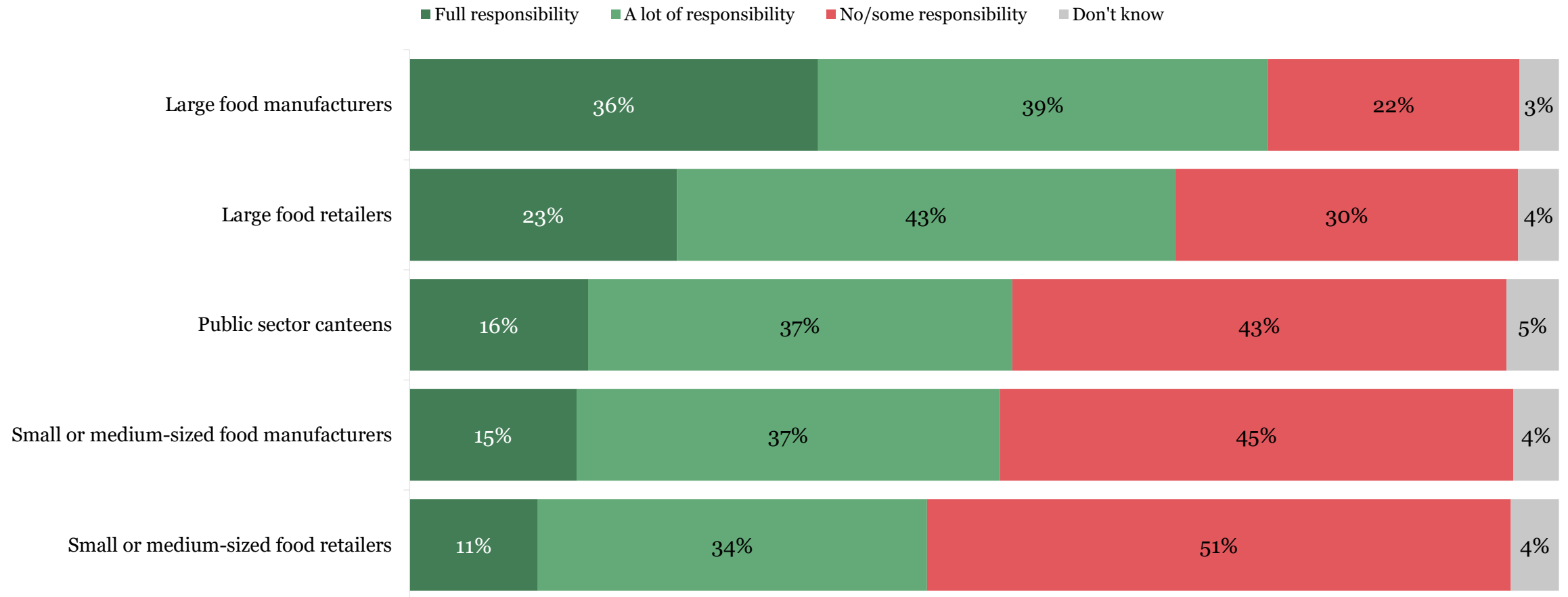
How likely respondents in each surveyed EU country are, given a choice between two otherwise equally appealing candidates, to vote for the one actively campaigning to increase peoples' access to sustainable and healthy food, 2024



[1] Q26W4. Imagine you are deciding which candidate to vote for in the upcoming 2024 European elections. There are a few candidates you like, but only one is actively campaigning to increase peoples' access to sustainable and healthy food. Otherwise, their campaign priorities are equally appealing. Would you be more or less likely to vote for the candidate actively campaigning to increase people's access to sustainable and healthy food? [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal, Sweden, Germany, Spain or Poland: 2024 (n=15624).

Large food manufacturers and retailers are considered to have more responsibility for ensuring the food they sell is produced sustainably than those which are small or medium sized.

How much responsibility respondents in surveyed EU countries think each of the following organisations have, for ensuring the food they sell was produced sustainably, 2024



[1] Q14W3. How much responsibility, if any, do you think the following organisations have for ensuring the food they sell was produced sustainably? [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal, Sweden, Germany, Spain or Poland: 2024 (n=15624).

Sweden is the country that is most likely to say that food manufacturers, retailers and canteens have a lot of/full responsibility for ensuring the food they sell was produced sustainably.

Those in each surveyed EU country who think the following organisations have a lot of/full responsibility for ensuring the food they sell was produced sustainably, 2024

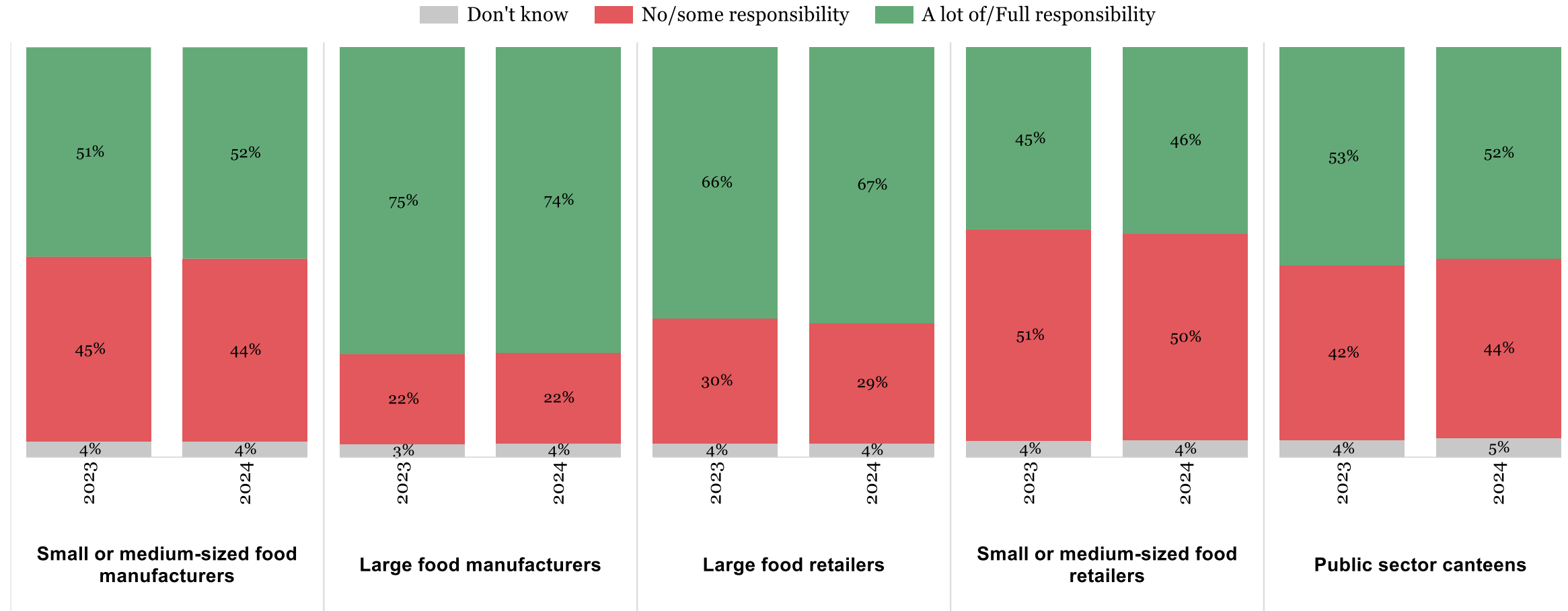
	EU	Austria	Belgium	Estonia	Finland	France	Germany	Greece	Poland	Portugal	Spain	Sweden
Large food manufacturers	74	74	67	72	79	68	72	84	64	81	79	80
Large food retailers	67	71	61	64	69	63	70	72	58	77	57	77
Public sector canteens	52	50	41	47	59	43	50	48	45	62	54	69
Small or medium-sized food manufacturers	52	48	44	48	57	46	49	53	49	52	50	70
Small or medium-sized food retailers	46	48	37	44	52	39	49	41	44	42	41	65

Cells highlighted in blue indicate the country with the comparatively highest result

[1] Q14W3. How much responsibility, if any, do you think the following organisations have for ensuring the food they sell was produced sustainably? [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal, Sweden, Germany, Spain or Poland: 2024 (n=15624).

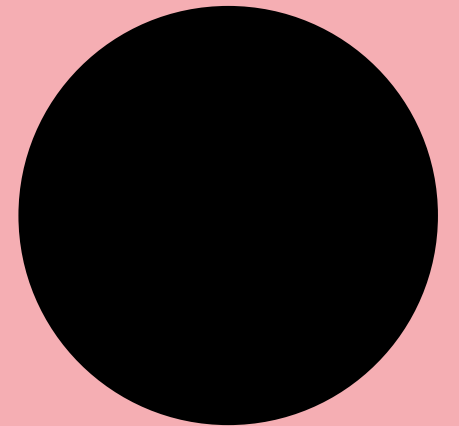
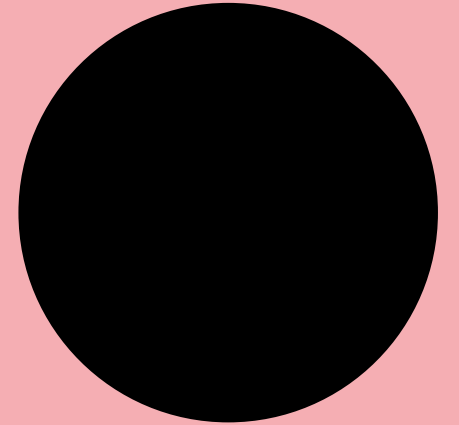
The level of responsibility that respondents place on food manufacturers, retailers and canteens has remained largely the same since 2023.

How much responsibility respondents in surveyed EU countries think each of the following organisations have, for ensuring the food they sell was produced sustainably, 2023-2024



[1] Q14W3. How much responsibility, if any, do you think the following organisations have for ensuring the food they sell was produced sustainably? [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal, Sweden, Germany, Spain or Poland: 2023 (n=15896); 2024 (n=15624).

Section Four: The Relative Importance of Environmental Issues



Executive Summary

- Less than one in five EU respondents (18%) select ‘whether your food is sustainable’ as one of the top five most important issues to them personally, the same as in 2023 (18%) and only slightly higher than in 2022 (17%).
- Spain continues to be the EU country where the most respondents select ‘whether your food is sustainable’ as one of their top five most important issues (28%).
- Just under half of EU respondents report that this issue has become more important to them over the last 12 months (48%), a slightly higher figure than in 2022 and 2021 (both 47%)
- Beyond sustainable food, EU respondents in 2024 are most likely to select the cost of food (64%), housing (51%) and climate change (48%) as one of their top five most important issues. The importance of the cost of food and climate change has remained constant since 2023.
- Much as the cost of food remains an important issue, so does the cost of sustainable food remain the principal barrier to people in the EU buying and eating it.

Cost of food remains the issue respondents most often select as important, followed by the cost of housing and climate change. Only one in five select food sustainability as one of the top five most important issues to them personally.

The proportion of respondents in surveyed EU countries who selected the following as one of the top five most important issues to them personally, 2022-2024

	2022	2023	2024
Cost of food	59	64	64
Cost of housing	42	48	51
Climate change	48	48	48
Cost of heating	38	41	38
Cost of petrol	51	40	37
Animals going extinct	33	33	33
Deforestation	30	29	31
Ability to save for retirement	25	27	29
Immigration	22	22	28
Work/study-life balance	23	26	27
Russia and the war in Ukraine	21	20	19
Whether your food is sustainable	17	18	18
COVID-19	22	13	10
Ease of international travel	9	9	9

[1] Q18. Which of the following do you see as the top five most important issues for you personally? [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal, Sweden, Germany, Spain or Poland: 2022 (n=15261), 2023 (n=15896) 2024 (n=15624).

Compared to other EU countries, Greece places the highest importance on the cost of food, Portugal on climate change, and Spain on sustainable food

The proportion of respondents in each surveyed EU country who selected the following as one of the top five most important issues to them personally, 2024

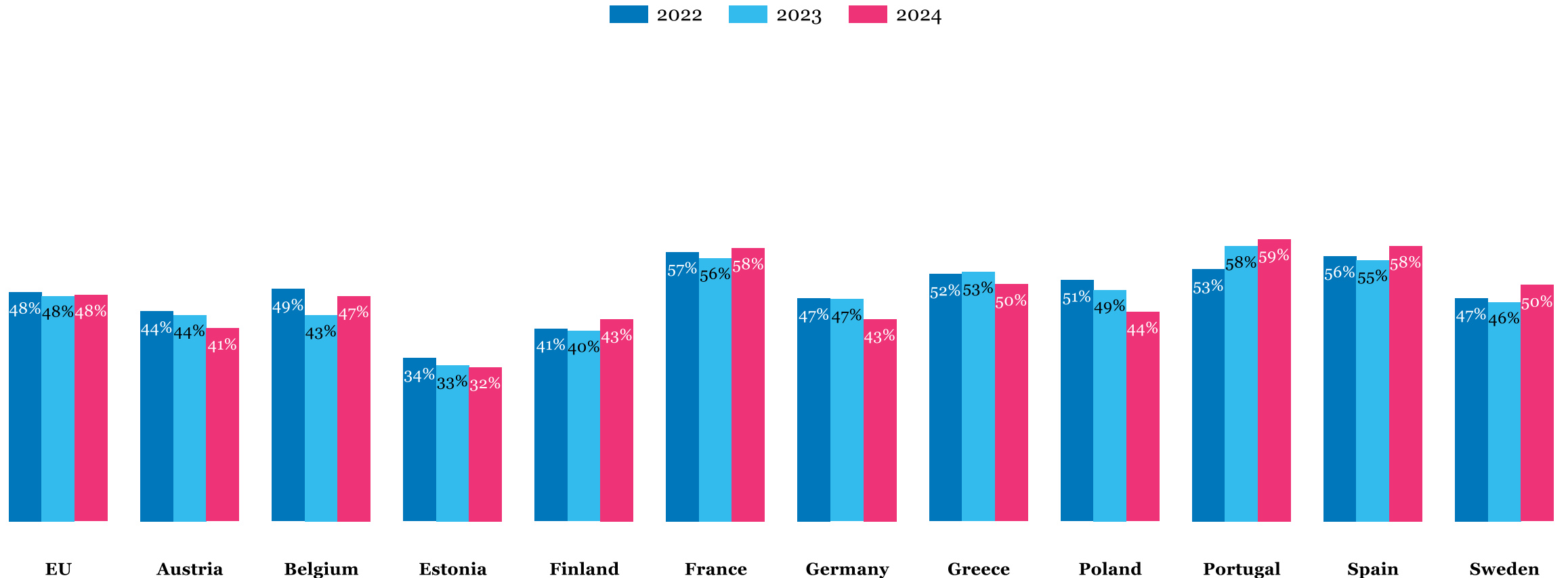
	EU	Austria	Belgium	Estonia	Finland	France	Germany	Greece	Poland	Portugal	Spain	Sweden
Cost of food	64	66	59	65	66	60	63	75	60	67	66	62
Cost of housing	51	56	45	54	64	36	50	44	43	57	51	59
Climate change	48	41	47	32	43	58	43	50	44	59	58	50
Russia and the war in Ukraine	38	27	33	51	49	36	36	22	57	43	29	40
Cost of heating	38	42	47	38	33	45	47	51	45	24	23	26
Cost of petrol	37	32	35	27	41	46	32	49	43	31	38	34
Animals going extinct	33	39	35	28	29	38	39	27	29	34	34	36
Deforestation	31	36	33	37	19	40	34	20	27	37	33	21
Ability to save for retirement	29	31	31	28	32	24	29	34	21	35	35	21
Immigration	28	32	28	22	25	32	32	30	27	22	25	32
Work/study-life balance	27	26	30	29	19	19	23	30	20	37	29	33
Whether your food is sustainable	18	21	17	24	17	13	19	17	11	17	28	18
COVID-19	10	6	9	11	10	9	9	9	15	8	10	10
Ease of international travel	9	10	10	14	9	5	10	7	7	6	8	13

Cells highlighted in blue indicate the country with the comparatively highest result

[1] Q18. Which of the following do you see as the top five most important issues for you personally? [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal, Sweden, Germany, Spain or Poland: 2024 (n=15624).

The proportion of respondents who selected climate change as one of the top five most important issues to them personally has remained constant in most countries, but fallen significantly in Germany and Poland

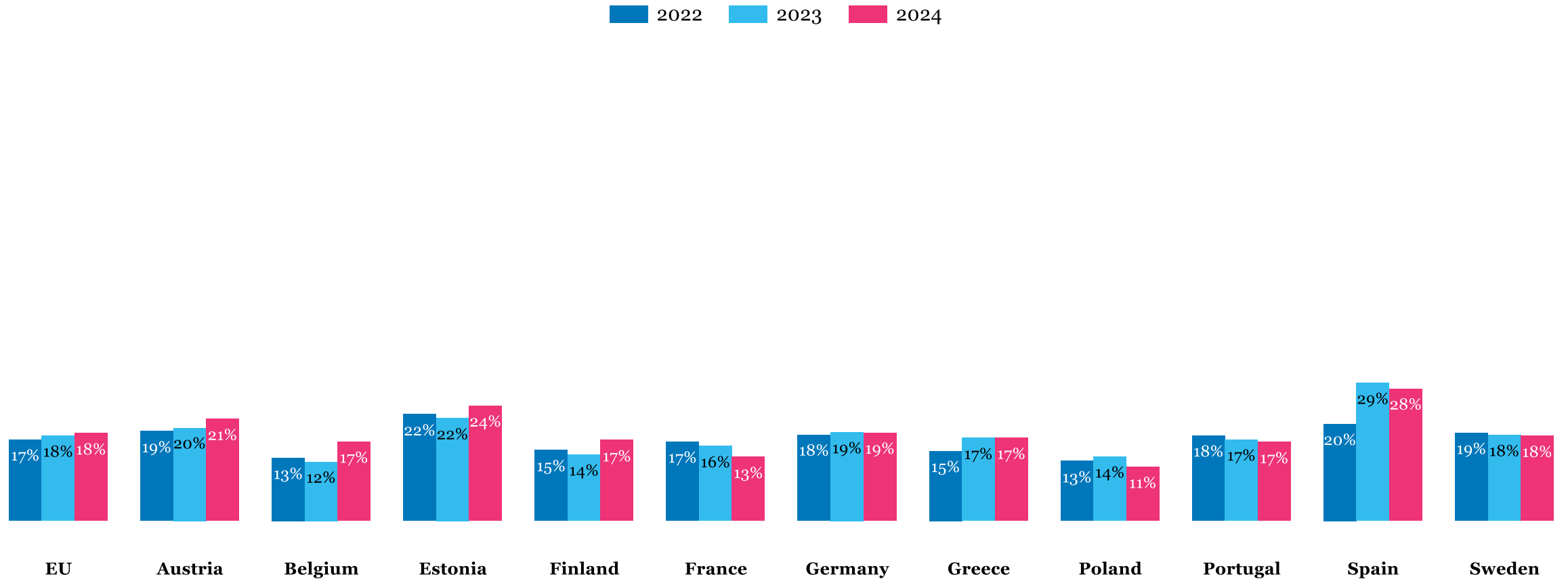
The proportion of respondents in each surveyed EU country who selected climate change as one of the top five most important issues to them personally, 2022-2024



[1] Q18. Climate change: Which of the following do you see as the top five most important issues for you personally? [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal, Sweden, Germany, Spain or Poland: 2022 (n=15261), 2023 (n=15896) 2024 (n=15624).

The proportion of respondents in Spain who selected food sustainability as one of the top five most important issues to them remains at 2023's elevated level. The importance of sustainable food has risen in Belgium.

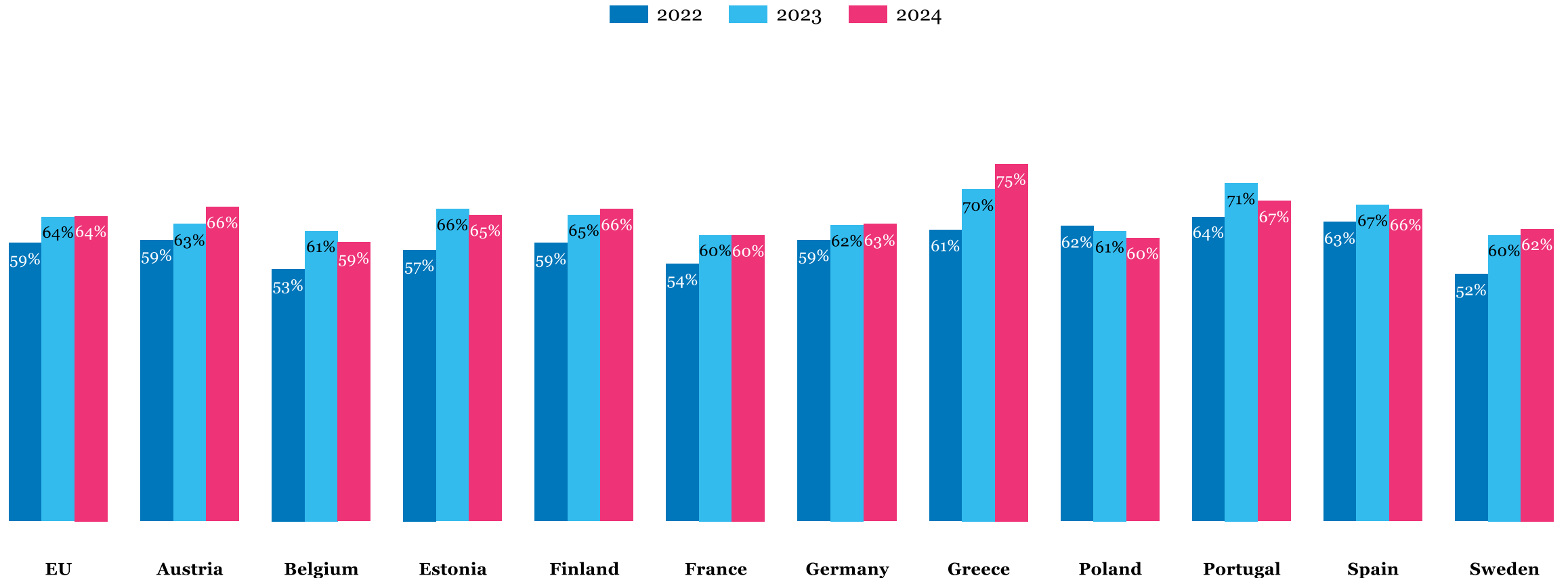
The proportion of respondents in each surveyed EU country who selected food sustainability as one of the top five most important issues to them personally, 2022-2024



[1] Q18. Whether your food is sustainable: Which of the following do you see as the top five most important issues for you personally? [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal, Sweden, Germany, Spain or Poland: 2022 (n=15261), 2023 (n=15896) 2024 (n=15624).

The proportion of respondents who selected cost of food as one of the top five most important issues to them has mostly remained constant, except in Greece where it has risen once again

The proportion of respondents in each surveyed EU country who selected cost of food as one of the top five most important issues to them personally, 2022-2024



[1] Q18. Cost of food: Which of the following do you see as the top five most important issues for you personally? [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal, Sweden, Germany, Spain or Poland: 2022 (n=15261), 2023 (n=15896) 2024 (n=15624).

Respondents with moderate belief in myths are the most likely to say cost of food is most important to them whilst those with low belief in myths are the most likely to say cost of housing and climate change is important to them.

The proportion of respondents with different levels of belief in the WWF Food Myths who selected the following as one of the top five most important issues to them personally, 2024

	Total	Low belief in myths	Moderate belief in myths	High belief in myths
Cost of food	64	62	66	60
Cost of housing	51	52	52	45
Climate change	48	60	48	36
Russia and the war in Ukraine	38	39	39	37
Cost of heating	38	32	39	42
Cost of petrol	37	28	38	44
Animals going extinct	33	42	33	28
Deforestation	31	37	30	28
Ability to save for retirement	29	29	30	27
Immigration	28	20	28	35
Work/study-life balance	27	31	27	23
Whether your food is sustainable	18	22	18	17
COVID-19	10	6	9	15
Ease of international travel	9	8	8	13

[1] Q18. Which of the following do you see as the top five most important issues for you personally? [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal, Sweden, Germany, Spain or Poland: 2024 (n=15624).

Slightly more respondents in 2024 than in 2022-2023 report that food sustainability became more important to them personally over the last 12 months

The proportion of respondents in surveyed EU countries for whom the importance of the following issues has grown over the last 12 months, 2022-2024

	2022	2023	2024
Cost of food	80	83	81
Cost of housing	65	71	70
Cost of heating	72	74	69
Cost of petrol	76	71	65
Ability to save for retirement	55	58	60
Climate change	59	59	58
Russia and the war in Ukraine	69	60	55
Animals going extinct	53	54	55
Deforestation	52	53	54
Work/study-life balance	47	49	51
Whether your food is sustainable	47	47	49
Immigration	44	44	49
Ease of international travel	30	29	29
COVID-19	39	28	24

[1] Q19. Have any of the following issues become more important, less important, or neither, to you personally, over the last 12 months [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal, Sweden, Germany, Spain or Poland: 2022 (n=15261), 2023 (n=15896) 2024 (n=15624).

Respondents in Portugal are more likely than those in most other countries to say the importance of most tested issues has grown over the last 12 months

The proportion of respondents in each surveyed EU country for whom the importance of the following issues has grown over the last 12 months

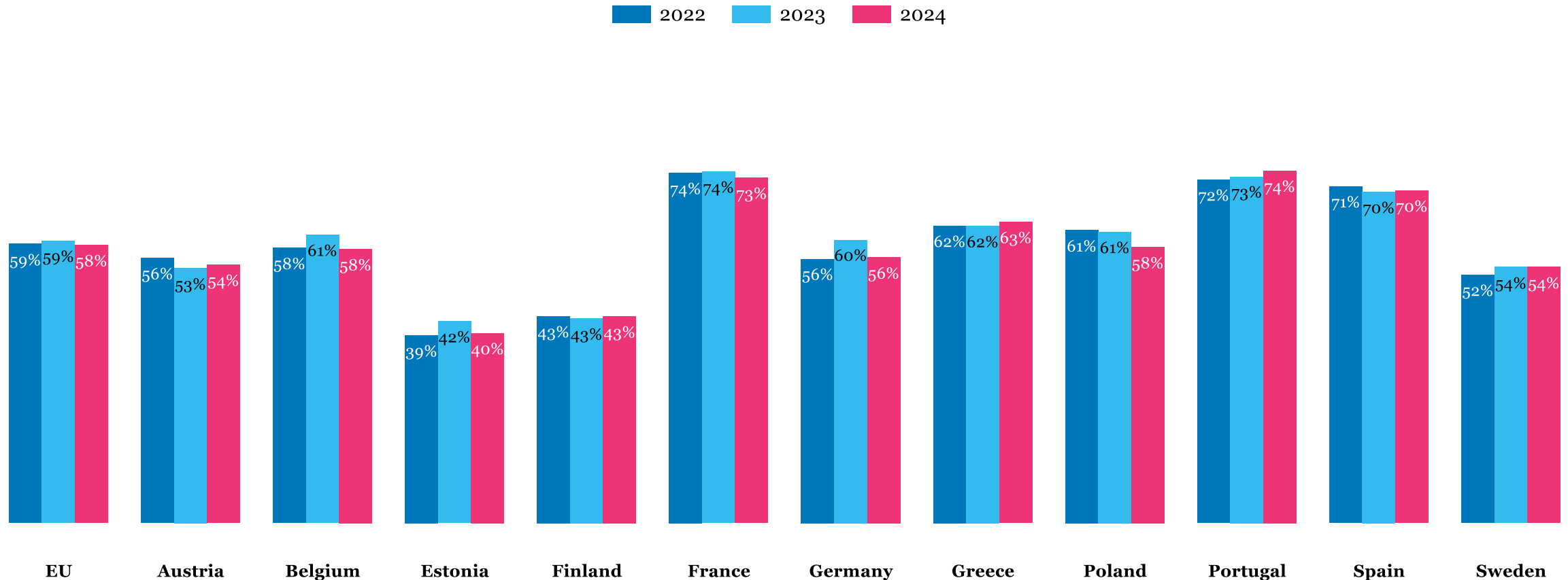
	EU	Austria	Belgium	Estonia	Finland	France	Germany	Greece	Poland	Portugal	Spain	Sweden
Cost of food	81	81	76	80	74	86	79	87	80	90	84	77
Cost of housing	70	71	64	64	69	70	69	67	69	78	73	75
Cost of heating	69	75	69	64	53	81	73	78	74	68	65	58
Cost of petrol	65	63	65	55	52	77	60	76	70	74	71	55
Ability to save for retirement	60	57	60	52	49	63	61	68	56	71	68	53
Climate change	58	54	58	40	43	73	56	63	58	74	70	54
Russia and the war in Ukraine	55	43	52	54	55	63	51	45	61	68	58	56
Animals going extinct	55	52	54	41	43	65	58	54	54	68	62	52
Deforestation	54	54	54	46	34	65	54	58	54	66	63	43
Work/study-life balance	51	48	52	44	29	50	47	60	50	68	59	51
Whether your food is sustainable	49	50	47	42	40	54	48	48	45	58	61	45
Immigration	49	49	48	41	32	56	52	51	52	56	53	47
Ease of international travel	29	26	29	30	22	30	30	27	30	29	30	31
COVID-19	24	15	23	21	17	26	21	26	30	33	32	24

Cells highlighted in blue indicate the country with the comparatively highest result

[1] Q19. Have any of the following issues become more important, less important, or neither, to you personally, over the last 12 months [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal, Sweden, Germany, Spain or Poland: 2024 (n=15624).

The proportion of those who think the importance of climate change has grown over the last 12 months remains consistent since 2022

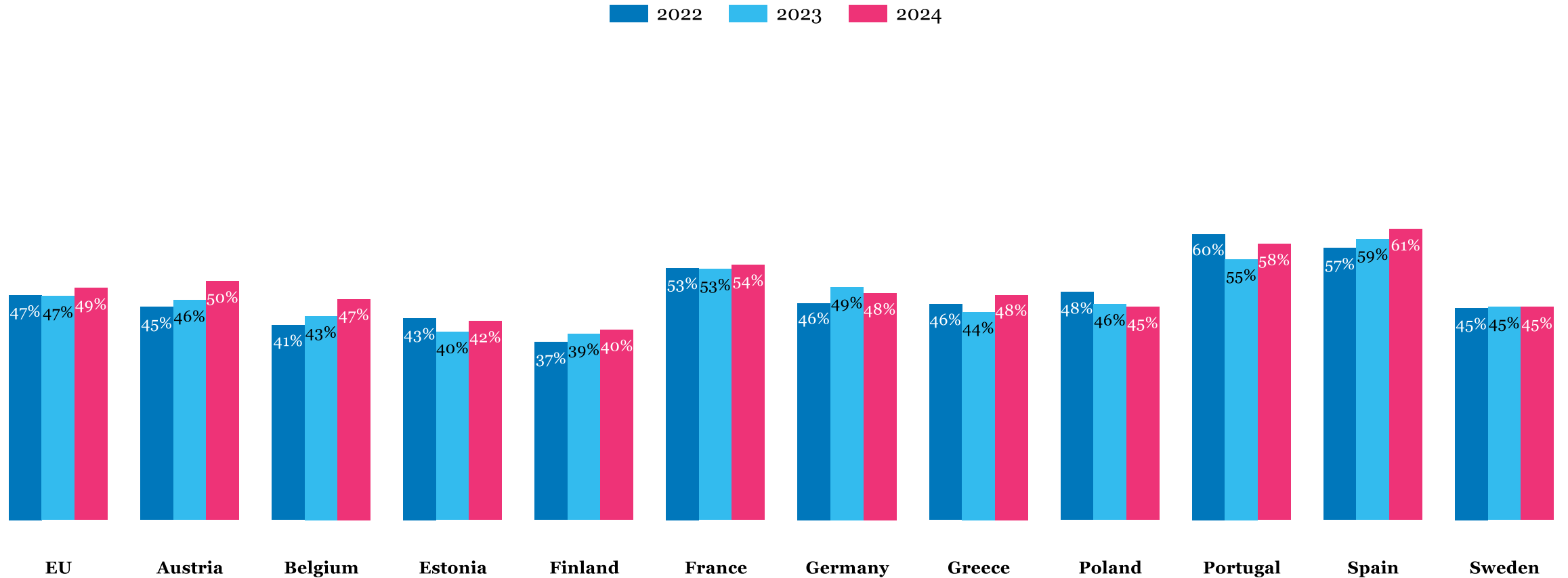
The proportion of respondents in each surveyed EU country for whom the importance of climate change has grown over the last 12 months, 2022-2024



[1] Q19. Climate change: Have any of the following issues become more important, less important, or neither, to you personally, over the last 12 months [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal, Sweden, Germany, Spain or Poland: 2022 (n=15261), 2023 (n=15896) 2024 (n=15624).

The proportion of those who think the importance of food sustainability has grown over the last 12 months has risen in Austria, Belgium and Spain compared with 2022

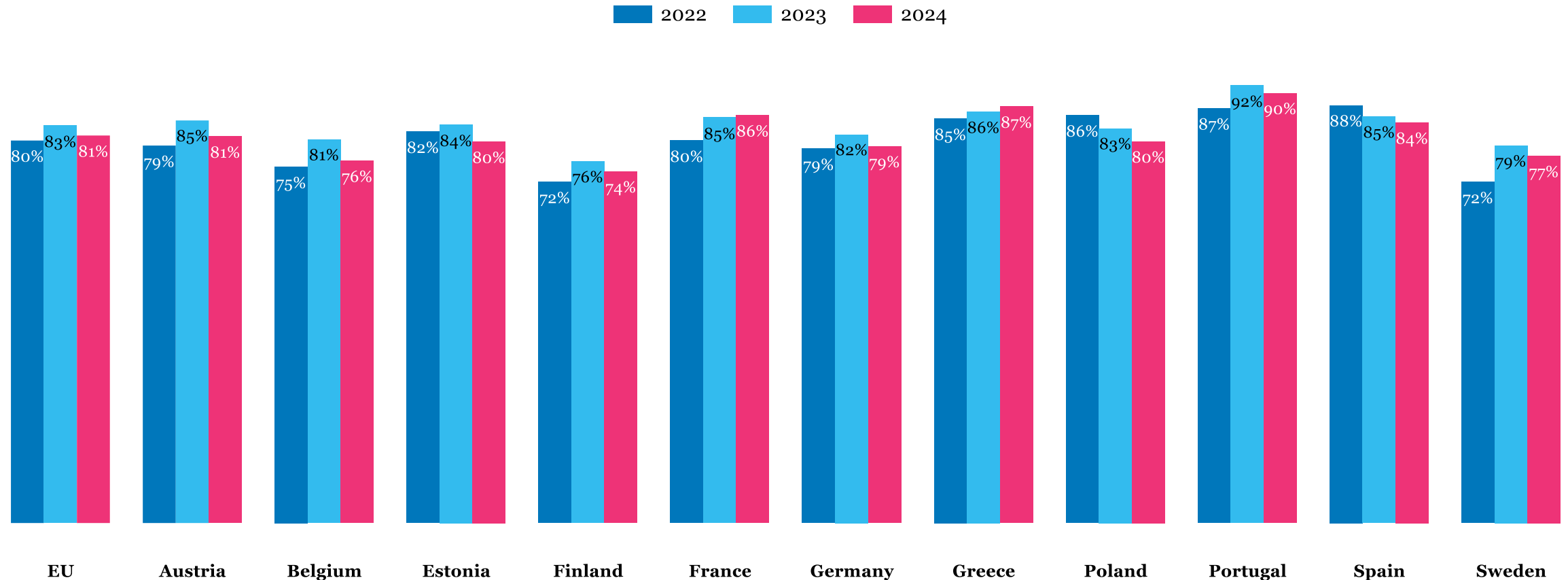
The proportion of respondents in each surveyed EU country for whom the importance of food sustainability has grown over the last 12 months. 2022-2024



[1] Q19. Whether your food is sustainable: Have any of the following issues become more important, less important, or neither, to you personally, over the last 12 months [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal, Sweden, Germany, Spain or Poland: 2022 (n=15261), 2023 (n=15896) 2024 (n=15624).

The proportion of those who think the importance of the cost of food has grown over the last 12 months has fallen consistently in Poland since 2022

The proportion of respondents in each surveyed EU country for whom the importance of the cost of food has grown over the last 12 months, 2022-2024



[1] Q19. Cost of food: Have any of the following issues become more important, less important, or neither, to you personally, over the last 12 months [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal, Sweden, Germany, Spain or Poland: 2022 (n=15261), 2023 (n=15896) 2024 (n=15624).

Those with low belief in myths are the most likely to say importance of cost of food and climate change has grown over the last 12 months. Those with high belief in myths are the most likely to say cost of housing and heating has grown in importance.

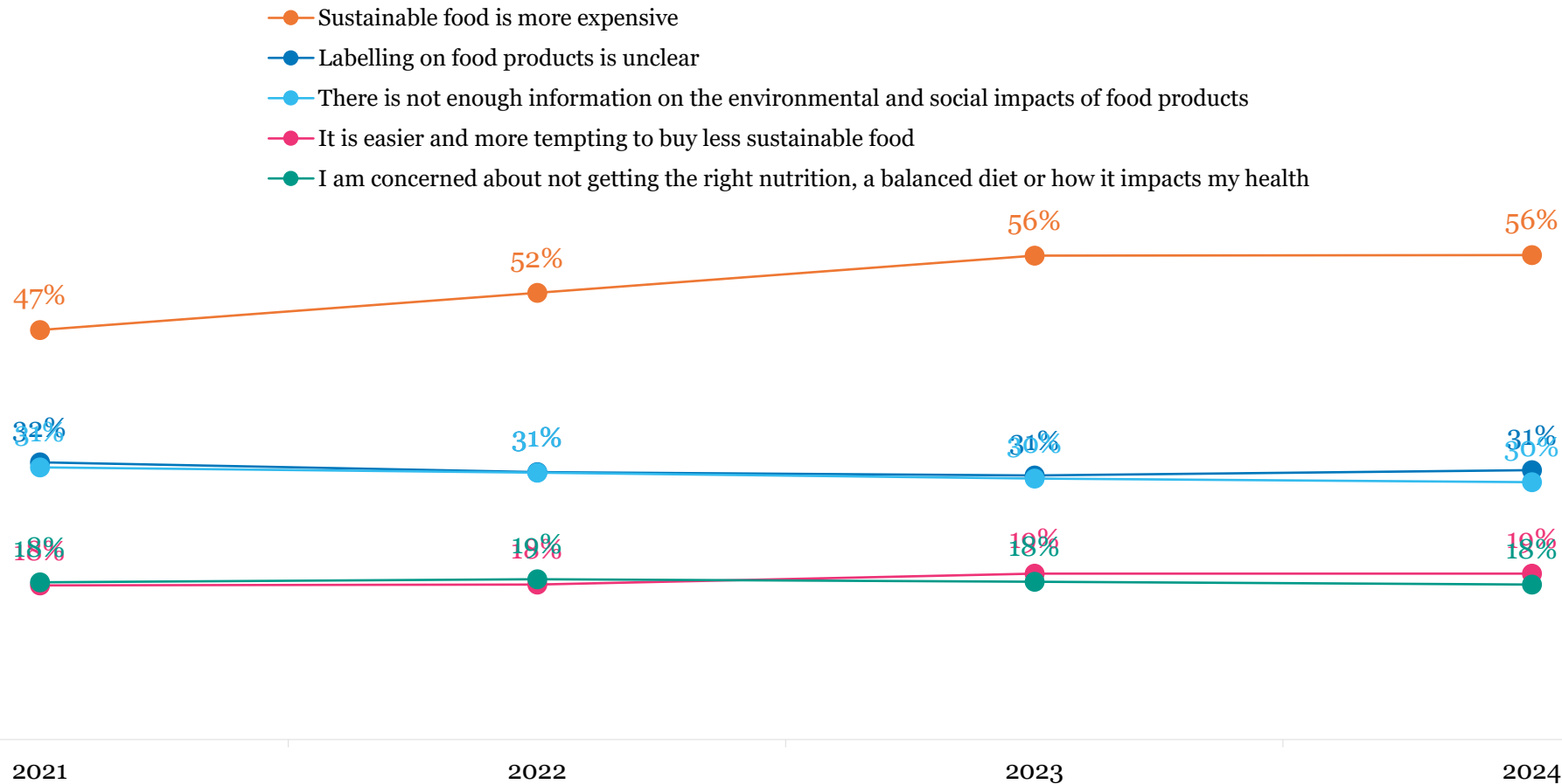
The proportion of respondents with different levels of belief in the WWF Food Myths for whom the importance of the following issues has grown over the last 12 months, 2024

	Total	Low belief in myths	Moderate belief in myths	High belief in myths
Cost of food	81	83	82	79
Cost of housing	70	70	70	72
Cost of heating	69	66	69	72
Cost of petrol	65	58	66	70
Ability to save for retirement	60	58	59	63
Climate change	58	64	58	52
Russia and the war in Ukraine	55	54	55	57
Animals going extinct	55	58	55	55
Deforestation	54	55	53	53
Work/study-life balance	51	53	50	52
Whether your food is sustainable	49	54	48	50
Immigration	49	39	48	60
Ease of international travel	29	24	27	39
COVID-19	24	19	24	34

[1] Q19. Have any of the following issues become more important, less important, or neither, to you personally, over the last 12 months [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal, Sweden, Germany, Spain or Poland: 2024 (n=15624).

Looking at the top five highest results, we can see that the proportion selecting the cost of sustainable food and the ease of buying/tempting nature of non-sustainable food as barriers, remains at the elevated level reached in 2023

The proportion of respondents in EU Eat4Change countries who selected each of the following factors as something that prevents or stops them from eating sustainable food, 2021-2024



[1] Q11. Which of the following, if any, prevents or stops you from eating types of food that are better for the environment and are more sustainable? [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal or Sweden: 2021 (n=9376), 2022 (n=9200), 2023 (n=9599), 2024 (n=9377)

While the expense of eating sustainable food is the barrier selected most often in all countries, cost appears to cause the biggest issues for those in Finland

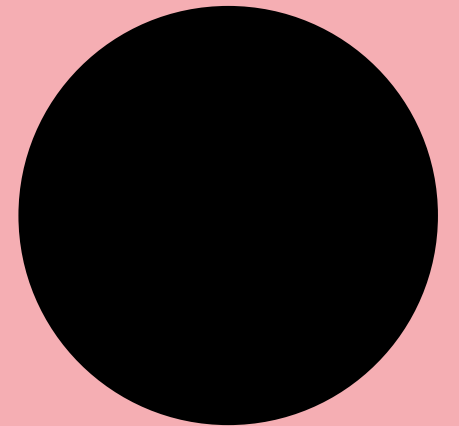
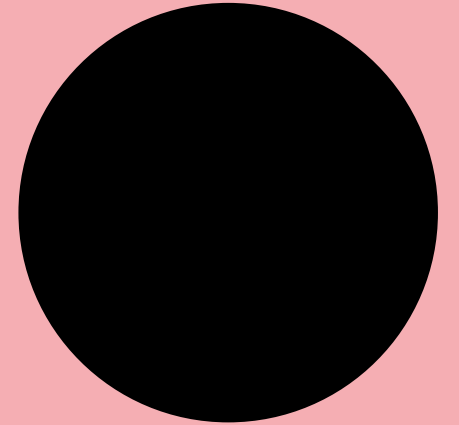
The proportion of respondents in EU Eat4Change countries who selected each of the following factors as something that prevents or stops them from eating sustainable food, 2024

	EU	Austria	Belgium	Estonia	Finland	France	Greece	Portugal	Sweden
Sustainable food is more expensive	56	50	57	57	62	54	55	58	55
Labelling on food products is unclear	31	33	28	34	25	37	34	36	24
There is not enough information on the impacts of food products	30	25	30	33	22	31	36	37	24
It is easier and more tempting to buy less sustainable food	19	20	22	22	20	18	14	21	15
I am concerned about nutrition/health	18	15	16	22	17	19	18	21	15
Sustainable food is not available in places where I shop	18	12	14	27	18	15	27	16	14
I am not aware how to eat more sustainably	16	10	18	22	18	16	16	15	15
Sustainable food is not available in places where I eat	15	11	14	18	13	12	23	18	11
I do not have enough time to prepare sustainable food / it takes too long	14	11	12	19	16	14	13	11	13
Sustainable food is not appealing to me	10	8	10	10	12	9	9	10	10
I am not interested in making sustainable food choices	9	7	10	13	9	7	9	4	10

Cells highlighted in blue indicate the country with the comparatively highest result

[1] Q11. Which of the following, if any, prevents or stops you from eating types of food that are better for the environment and are more sustainable? [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal or Sweden: 2024 (n=9377).

Section Five: Awareness of Eat4Change



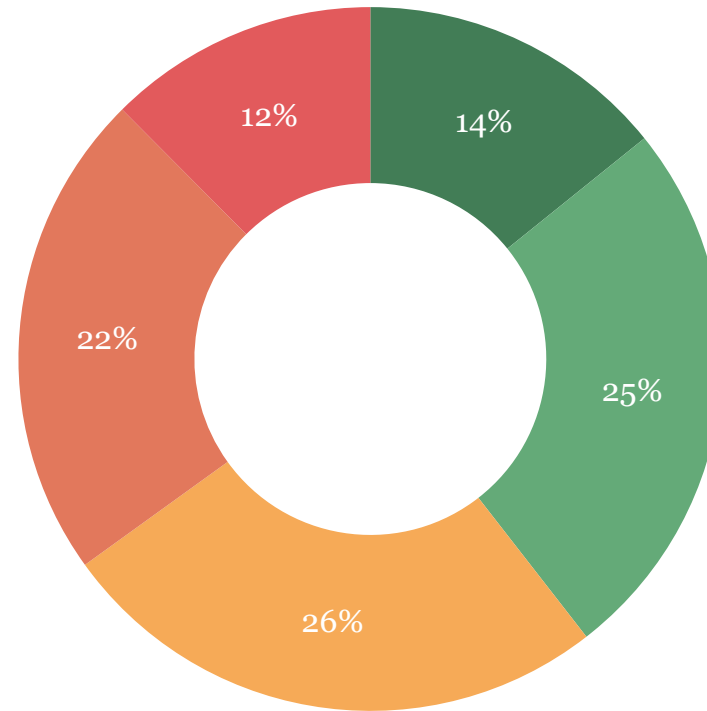
Executive Summary

- Two in five (39%) respondents say they have seen social media content encouraging them to eat sustainably in the last three months. Those in Finland (48%) and Portugal (47%) are most likely to recall such content.
- More than two in five (44%) say they have seen social media content encouraging them to eat plant-based food, in the last three months. Those in Finland (56%) are most likely to recall such content.
- One in six (15%) recall seeing social media content featuring the campaign name: ‘Eat4Change’. Recall is highest in France at one in five (18%).
- Those who recall the Eat4Change campaign on social media are more likely to say that they know about the environmental impacts of food, and that they are likely to buy and eat sustainable food, than those who do not recall seeing the campaign. However, as stated in the Narrative Summary, this difference should not be interpreted as being due solely to the impact of the Eat4Change campaign.

Two in five respondents say they have seen social media content encouraging them to eat sustainably in the last three months. Just over a third say they have not seen any such content in the last three months.

Recollection of seeing social media content in the last three months encouraging them to eat sustainably, among those in EU Eat4Change countries, 2024

■ Yes, definitely ■ Yes, I think so ■ Not sure / Don't know ■ No, I don't think so ■ No, definitely not

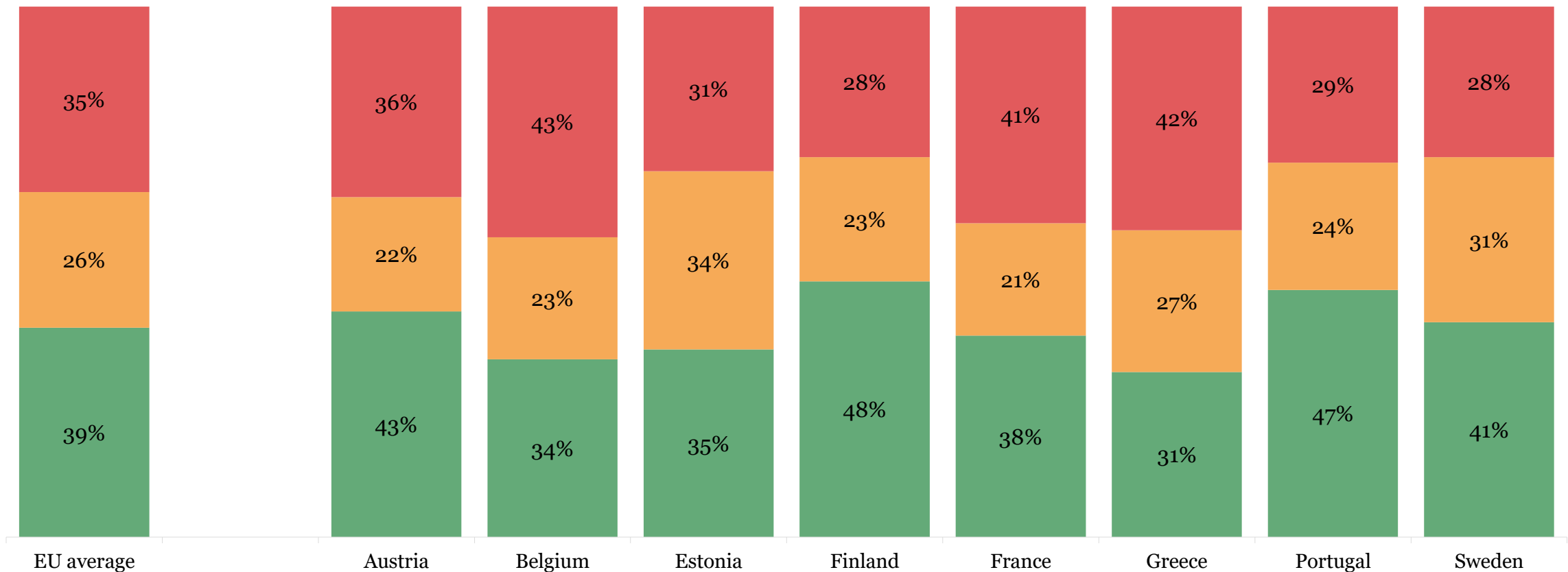


[1] Q29W4. Do you recall seeing any content on social media in the last three months encouraging you to eat sustainably? [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal or Sweden: 2024 (n=9377).

Those in Finland and Portugal are most likely to recall seeing social media content encouraging them to eat sustainably in the last three months, with almost half recalling such content.

Recollection of seeing social media content in the last three months encouraging them to eat sustainably, among those in each EU Eat4Change country, 2024

■ Yes ■ Not sure / Don't know ■ No

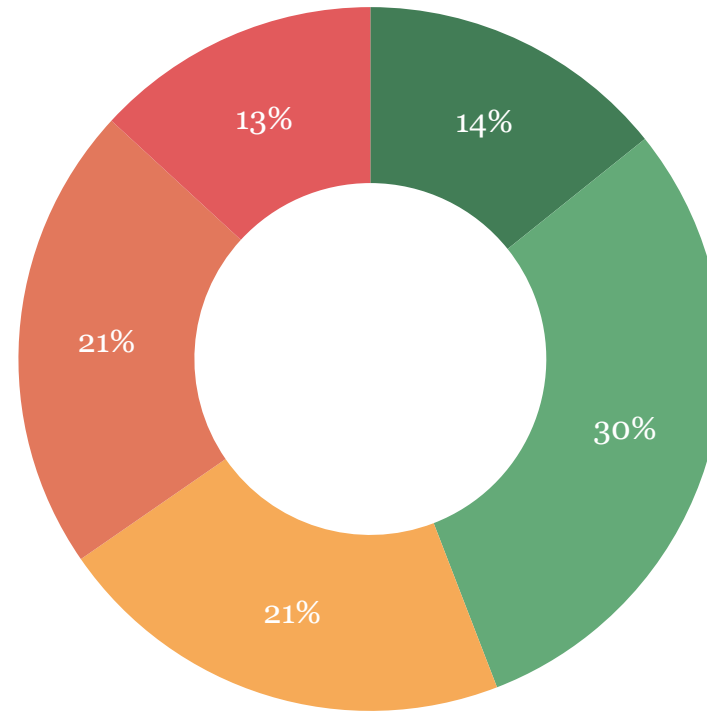


[1] Q29W4. Do you recall seeing any content on social media in the last three months encouraging you to eat sustainably? [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal or Sweden: 2024 (n=9377).

More than two in five say they have seen social media content encouraging them to eat plant-based food, in the last three months. A third say they have not seen any content of this kind in the last three months.

Recollection of seeing social media content in the last three months encouraging them to eat plant-based food, among those in EU Eat4Change countries, 2024

■ Yes, definitely ■ Yes, I think so ■ Not sure / Don't know ■ No, I don't think so ■ No, definitely not

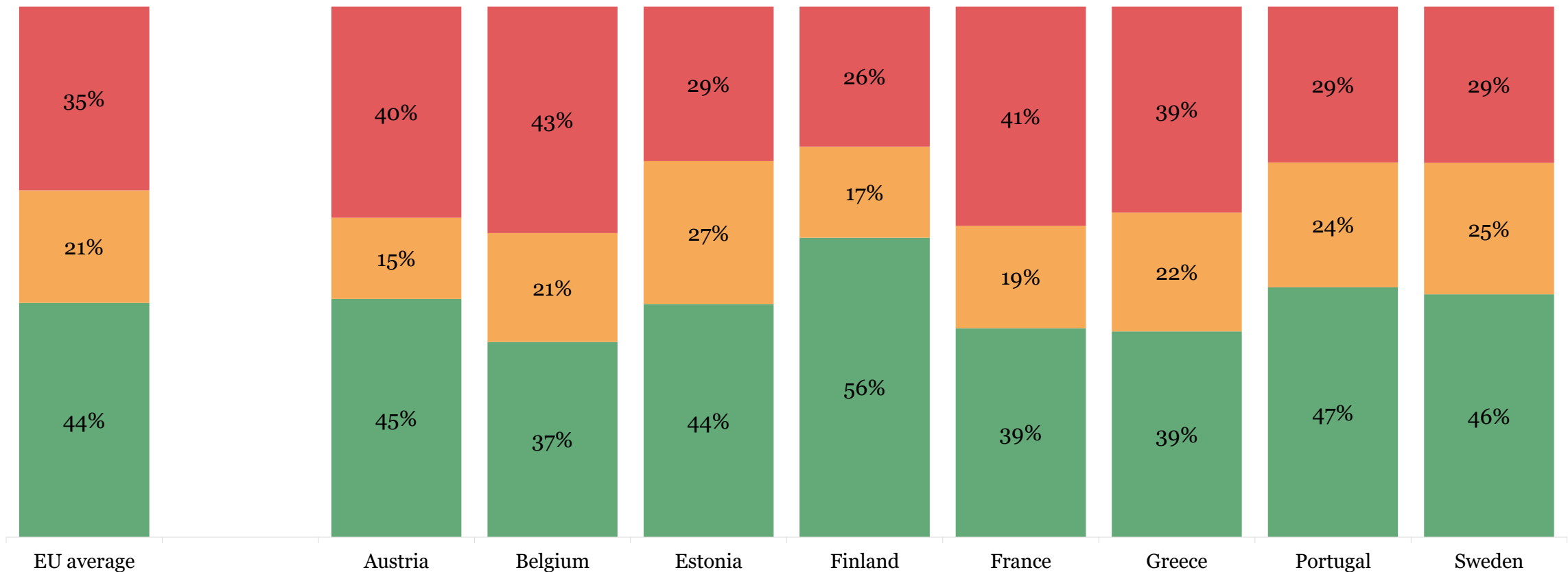


[1] Q30W4. Do you recall seeing any content on social media in the last three months encouraging you to eat plant-based food? [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal or Sweden: 2024 (n=9377).

Those in Finland are most likely to recall seeing social media content encouraging them to eat plant-based food in the last three months, with over half recalling such content. Belgians are most likely to not remember seeing content of this kind.

Recollection of seeing social media content in the last three months encouraging them to eat plant-based food, among those in each EU Eat4Change country, 2024

■ Yes ■ Not sure / Don't know ■ No

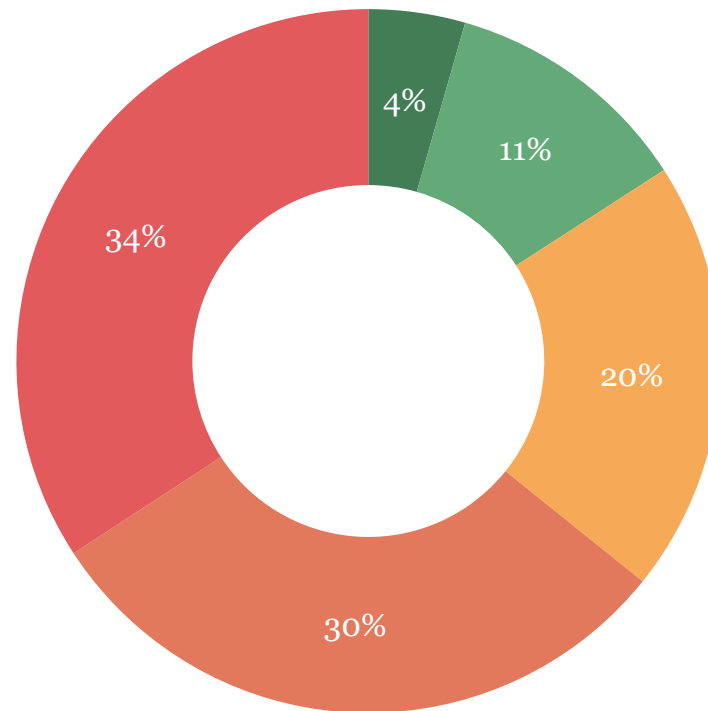


[1] Q30W4. Do you recall seeing any content on social media in the last three months encouraging you to eat plant-based food? [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal or Sweden: 2024 (n=9377).

Recollection of social media content featuring the specific campaign name Eat4Change is lower than recollection of topics, with one in six saying they recall seeing the name (either probably or definitely) in the last three months

Recollection of seeing social media content in the last three months featuring the campaign name Eat4Change, among those in EU Eat4Change countries, 2024

■ Yes, definitely ■ Yes, I think so ■ Not sure / Don't know ■ No, I don't think so ■ No, definitely not

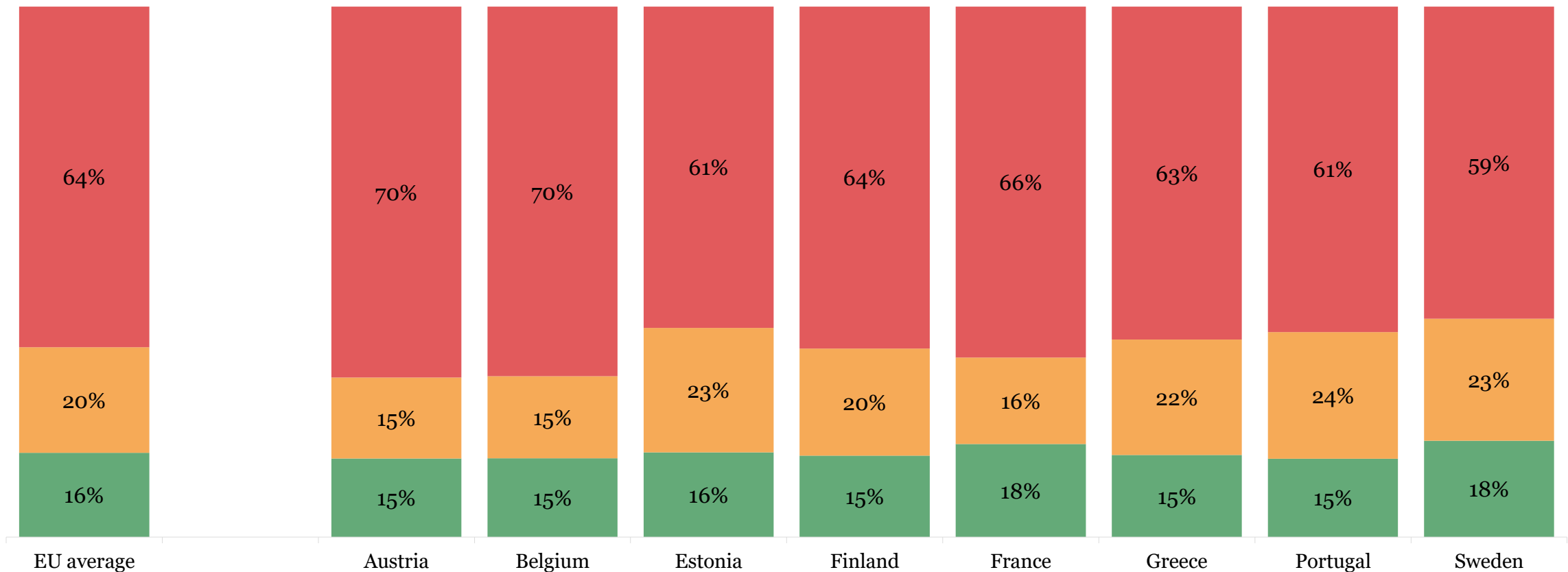


[1] Q31W4. Do you recall seeing any content on social media in the last three months featuring the campaign name 'Eat4Change'? [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal or Sweden: 2024 (n=9377).

France and Sweden are the EU countries with the highest recollection of social media content featuring the campaign name Eat4Change at one in five.

Recollection of seeing social media content in the last three months featuring the campaign name Eat4Change, among those in each EU Eat4Change country, 2024

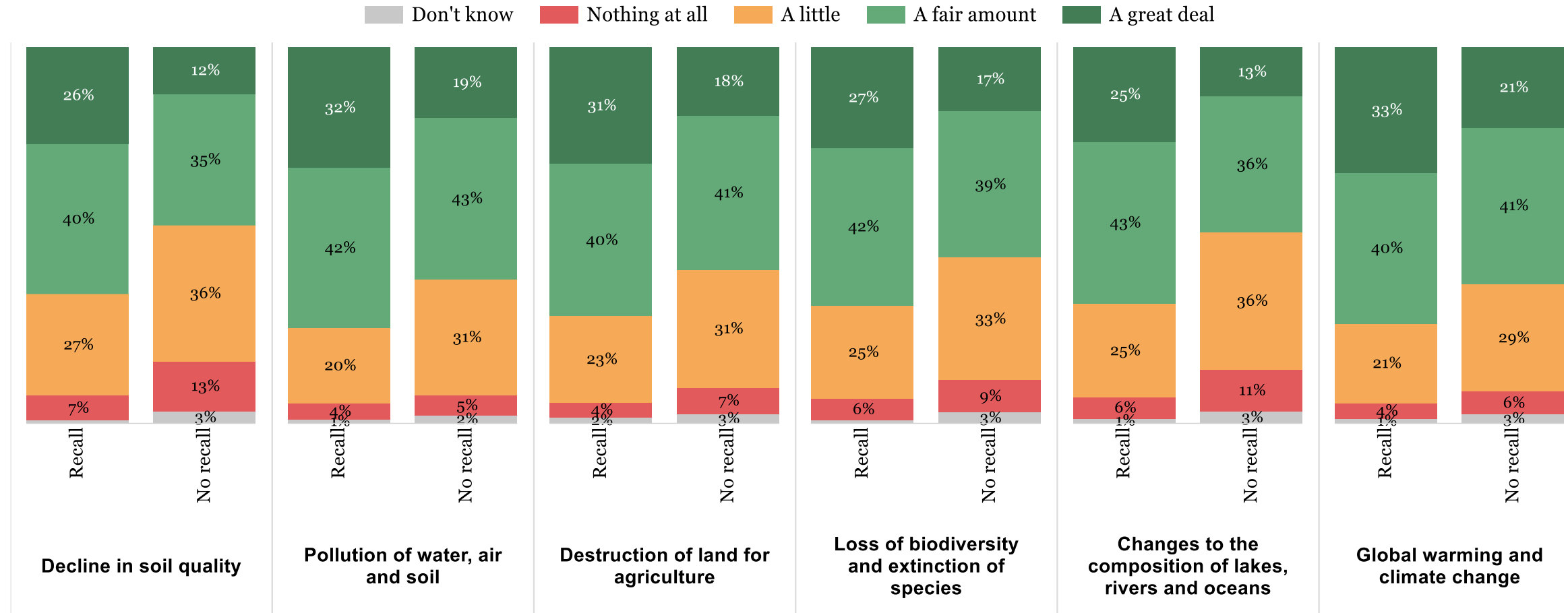
■ Yes ■ Not sure / Don't know ■ No



[1] Q31W4. Do you recall seeing any content on social media in the last three months featuring the campaign name 'Eat4Change'? [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal or Sweden: 2024 (n=9377).

Those who recall having seen content on social media featuring the campaign name Eat4Change are far more likely to say they know a great deal about the environmental impacts of food, than those who do not recall

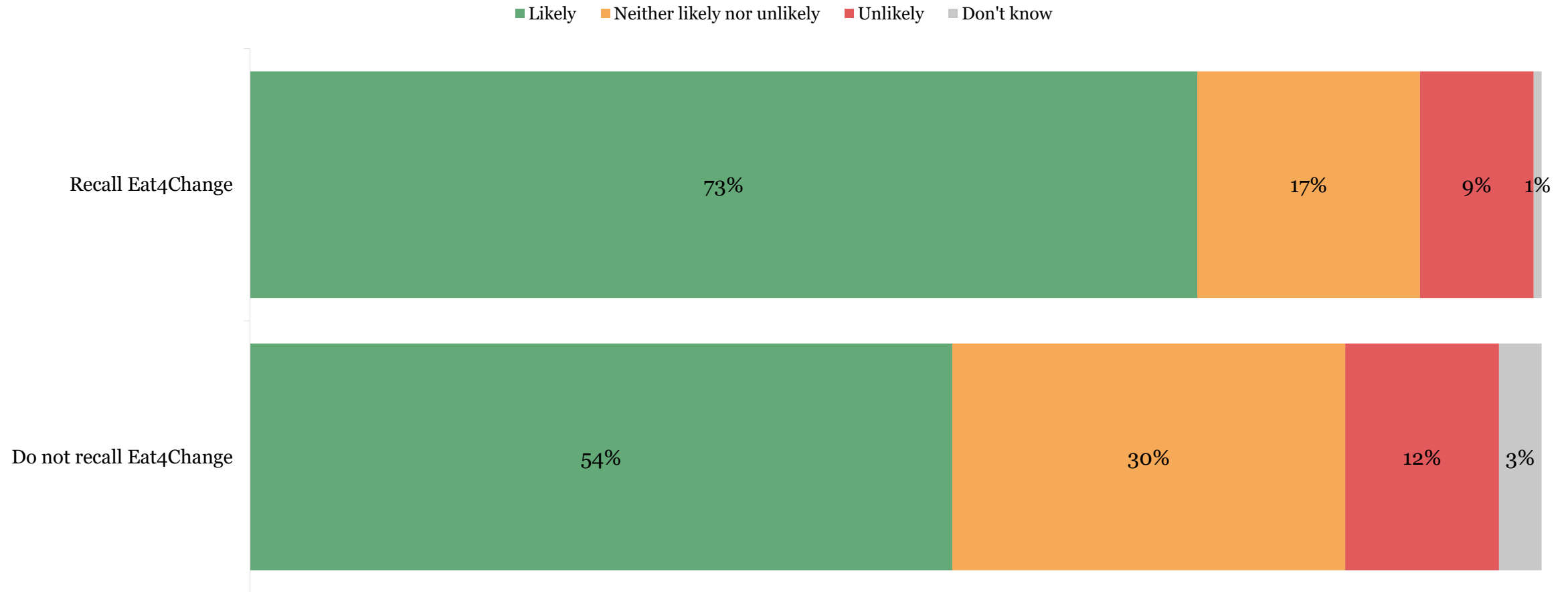
Level of knowledge about the following environmental impacts of food, by recall of #Eat4Change, among EU Eat4Change countries, 2024



[1] Q5. Before taking part in this survey, how much, if anything, would you say you knew about the following environmental impacts caused by the food we produce and consume on a large scale? [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal or Sweden: Recall Eat4Change (n=1494), Does not recall Eat4Change (n=6059)

Those who recall seeing the campaign name Eat4Change on social media are more likely to buy and eat sustainable food than those who do not recall

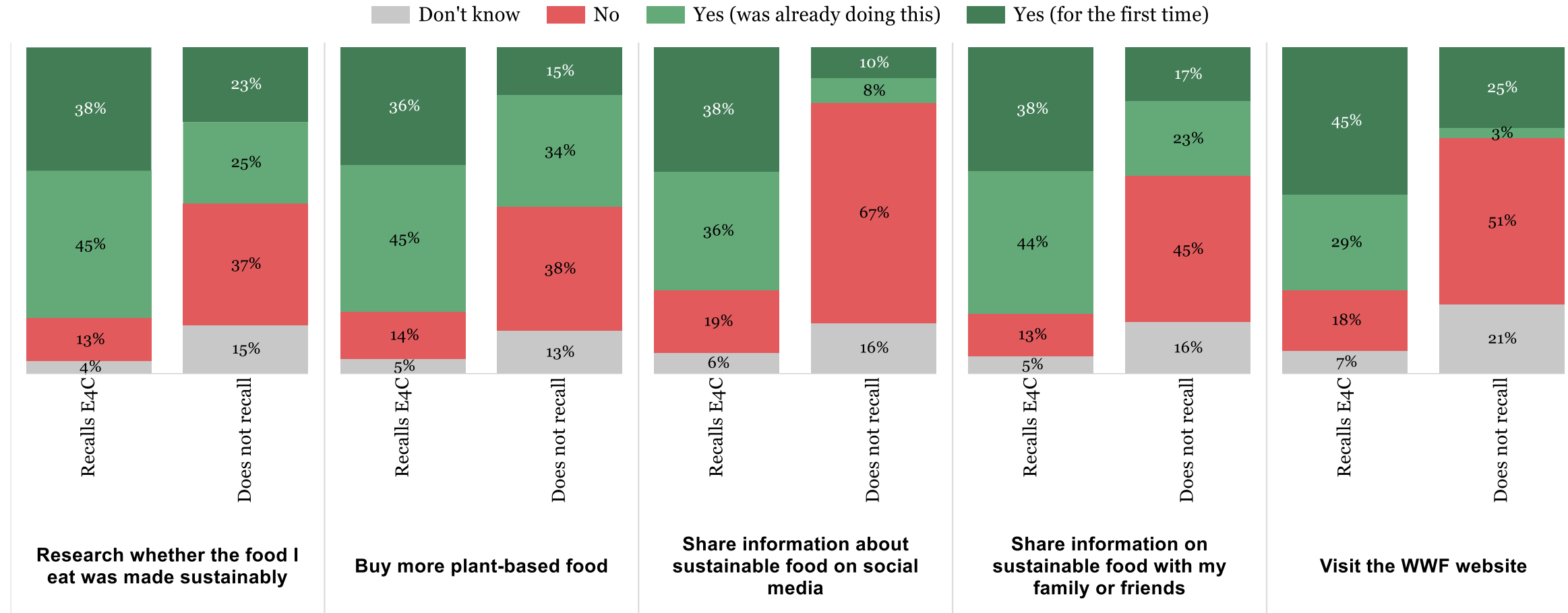
How likely respondents in each EU Eat4Change country were to buy and eat sustainable food, by recall of Eat4Change campaign, 2024



[1] Q10. How likely or unlikely, if at all, are you to buy and eat food that is less damaging for the environment and is more sustainable? [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal or Sweden: Recall Eat4Change (n=1494), Does not recall Eat4Change (n=6059)

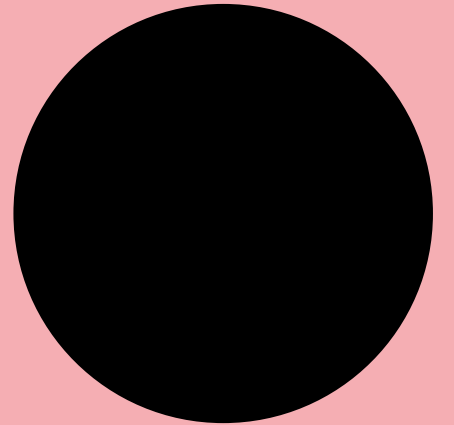
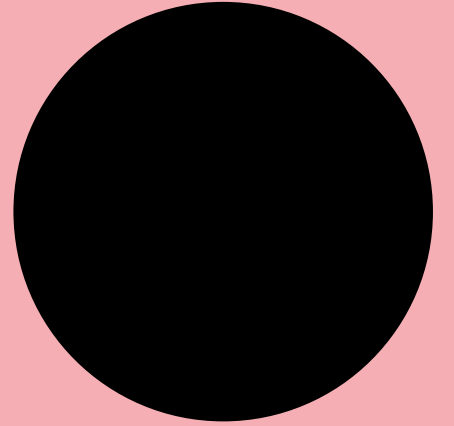
Looking at EU Eat4Change countries only, those who recall seeing the Eat4Change brand on social media are significantly more likely to perform all the tested actions in the next month than those who do not recall

Actions respondents in EU Eat4Change countries will or will not take in the next month, 2024



[1] Q32W4. Do you intend to do any of the following in the next month? [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal or Sweden: Recall Eat4Change (n=1494), Does not recall Eat4Change (n=6059)

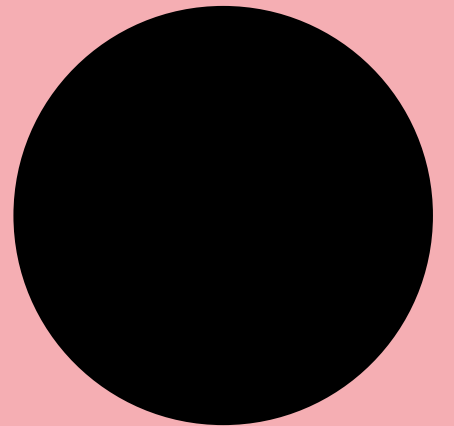
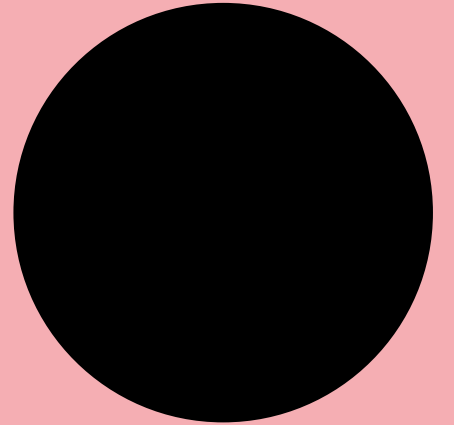
Section Six: Key Takeaways



Key Takeaways

- There has been a slight decline since 2021 in some of the key behaviours tracked as part of the Eat4Change campaign, for example, in the likelihood of respondents buying or eating sustainable food.
- Those with low overall belief in the WWF food myths are significantly more likely to perform key behaviours, indicating the positive impact changing peoples' beliefs could have.
- While the relative importance of sustainable food remains low compared to other live political issues, in Spain, the proportion listing it as important is 10 points higher than any other EU country, a persistent difference well-worth examining further.
- Though the relative importance of eating sustainably is low compared with other political issues, a majority of respondents do want their MEPs to help reduce the cost of sustainable food.
- Those who report seeing the Eat4Change campaign on social media in the last three months are more likely to report that they will perform a set of desired actions (e.g. visit the WWF website) for the first time in the next month. While this does not firmly isolate the causal impact of the campaign, it does increase our confidence that the campaign's impact was probably positive.

Appendix: The UK



Executive Summary – United Kingdom key standouts

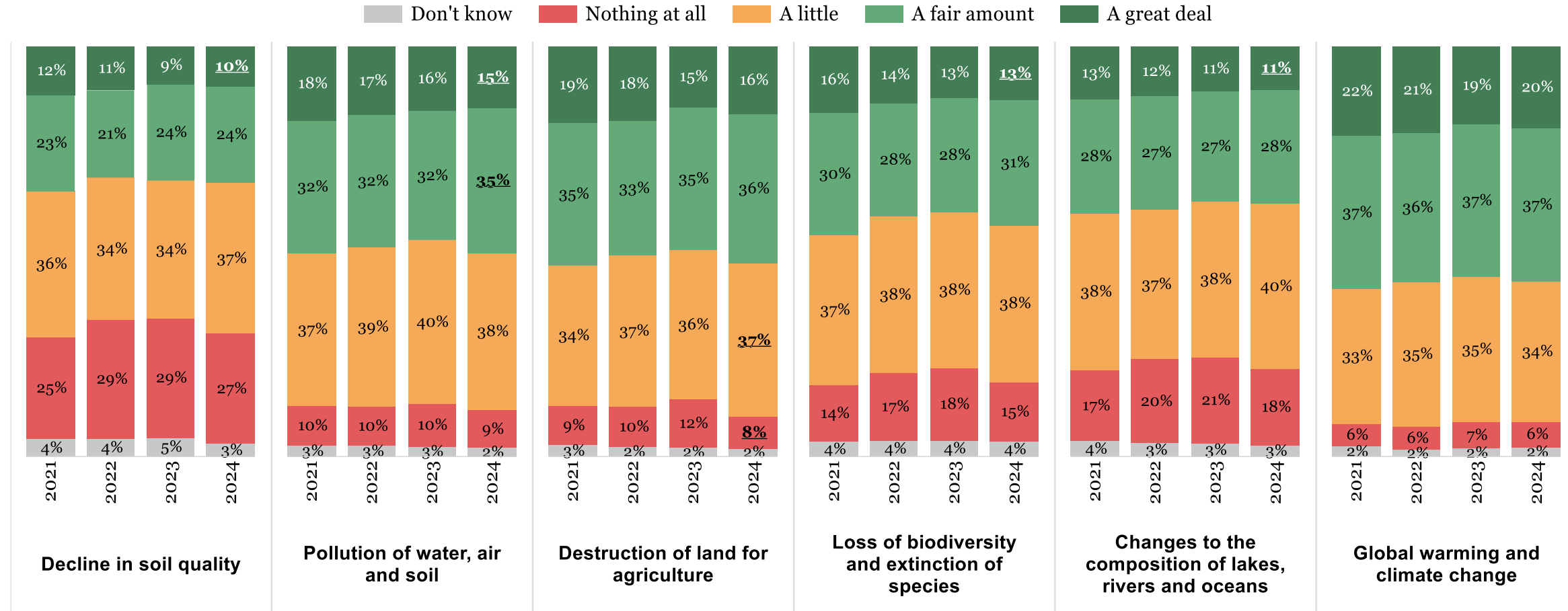
UK citizens are more likely than average* to see the cost of food as an important issue

- UK citizens are more likely than those in most countries to say that the food “we” produce and consume has a **positive** impact on the environment (**18%** vs. all-country average of 16%)
- UK citizens are more likely than those in all other countries (except Poland) to say that food produced outside of their country has a **positive** impact on the environment (**16%** vs all-country average of 11%)
- UK citizens are more likely than average to say that **less than half** of the food served in public canteens should be sustainably produced (**19%** vs. 14%)
- UK citizens are more likely than those in every other country to select the cost of food (**58%** vs. all-country average of 46%) and the cost of heating (**51%** vs 27%) as one of their top three most important issues.

** All country average, 2023 (includes both the UK and EU countries)*

Overall UK respondents' knowledge of the environmental impact of food has seen very little change over the years

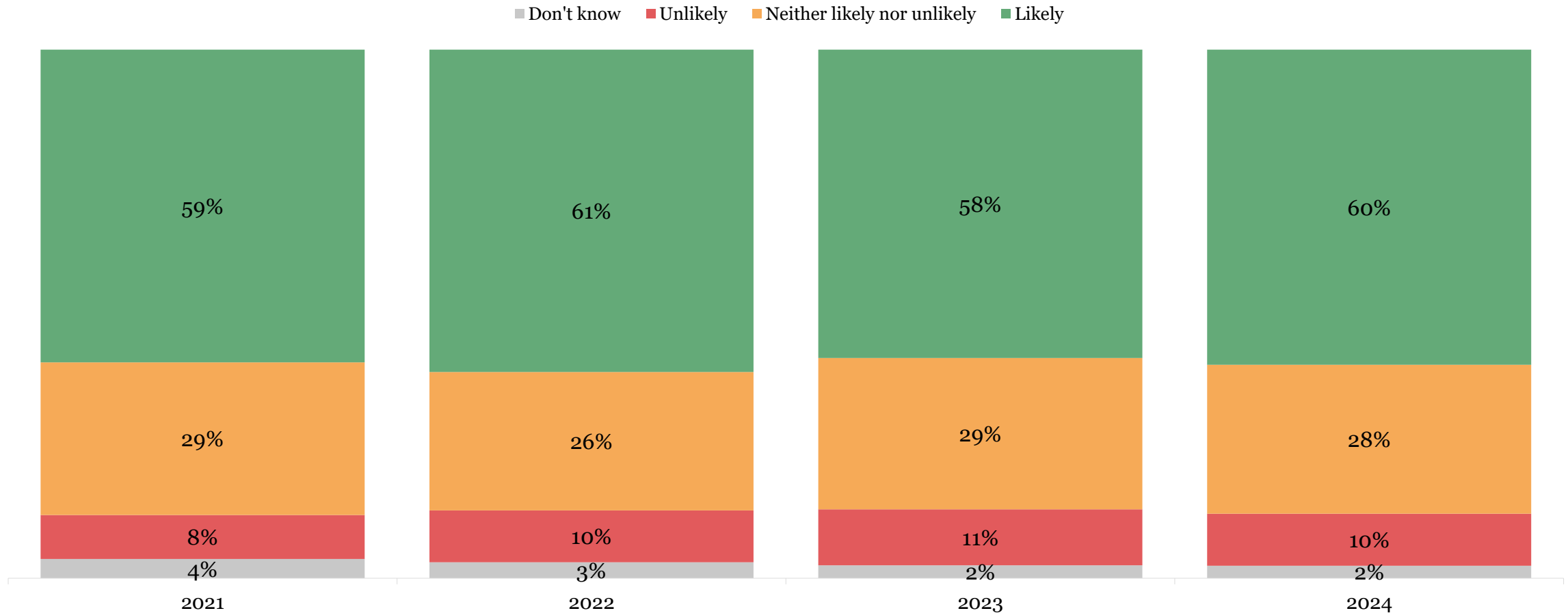
Level of knowledge about the following environmental impacts of food, in the UK, 2021-2024



[1] Q5. Before taking part in this survey, how much, if anything, would you say you knew about the following environmental impacts caused by the food we produce and consume on a large scale? [2] Base: Those aged 18-65 who live in the UK: 2021 (n=2063), 2022 (n=2015), 2023 (n=2035), 2024 (n=2023)

Since 2021 there has been no change in how likely UK respondents are to buy and eat sustainable food

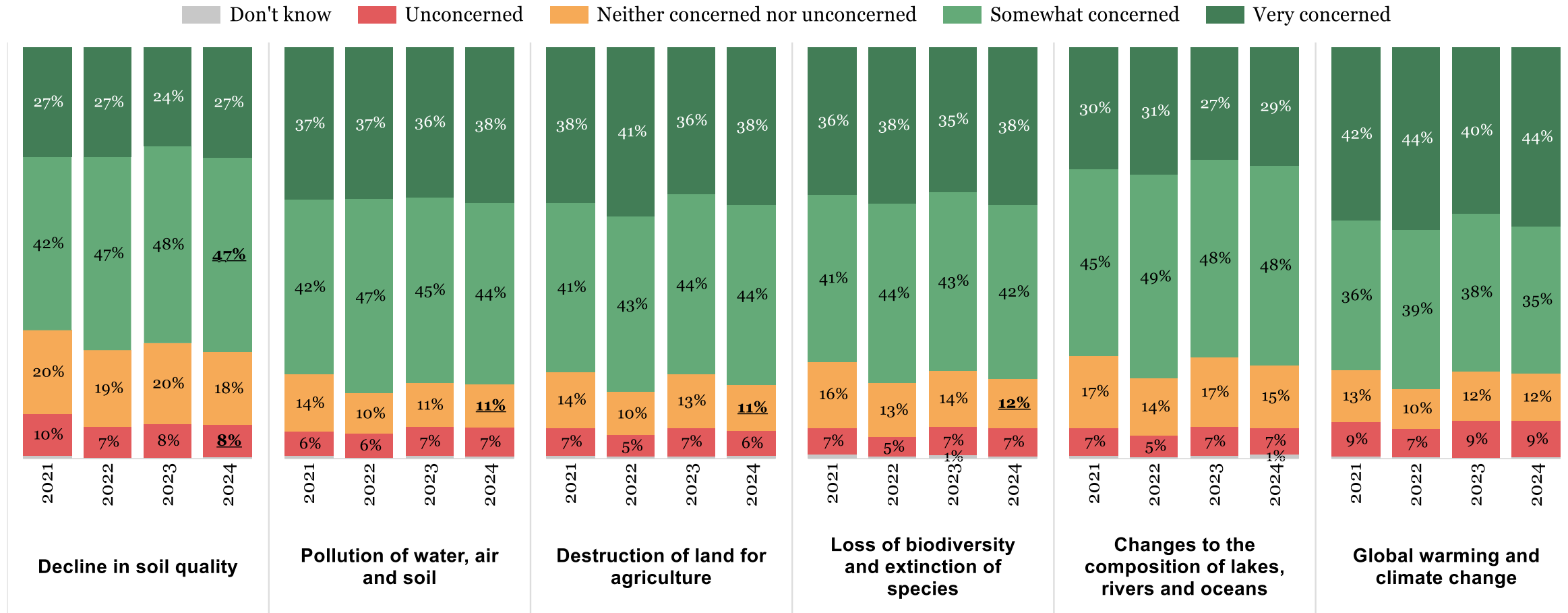
How likely respondents in the UK were to buy and eat sustainable food, 2021-2024



[1] Q10. How likely or unlikely, if at all, are you to buy and eat food that is less damaging for the environment and is more sustainable? [2] Base: Those aged 18-65 who live in the UK: 2021 (n=2063), 2022 (n=2015), 2023 (n=2035), 2024 (n=2023)

Nor has there been much change in concern about the environmental impacts of food in the UK since 2021

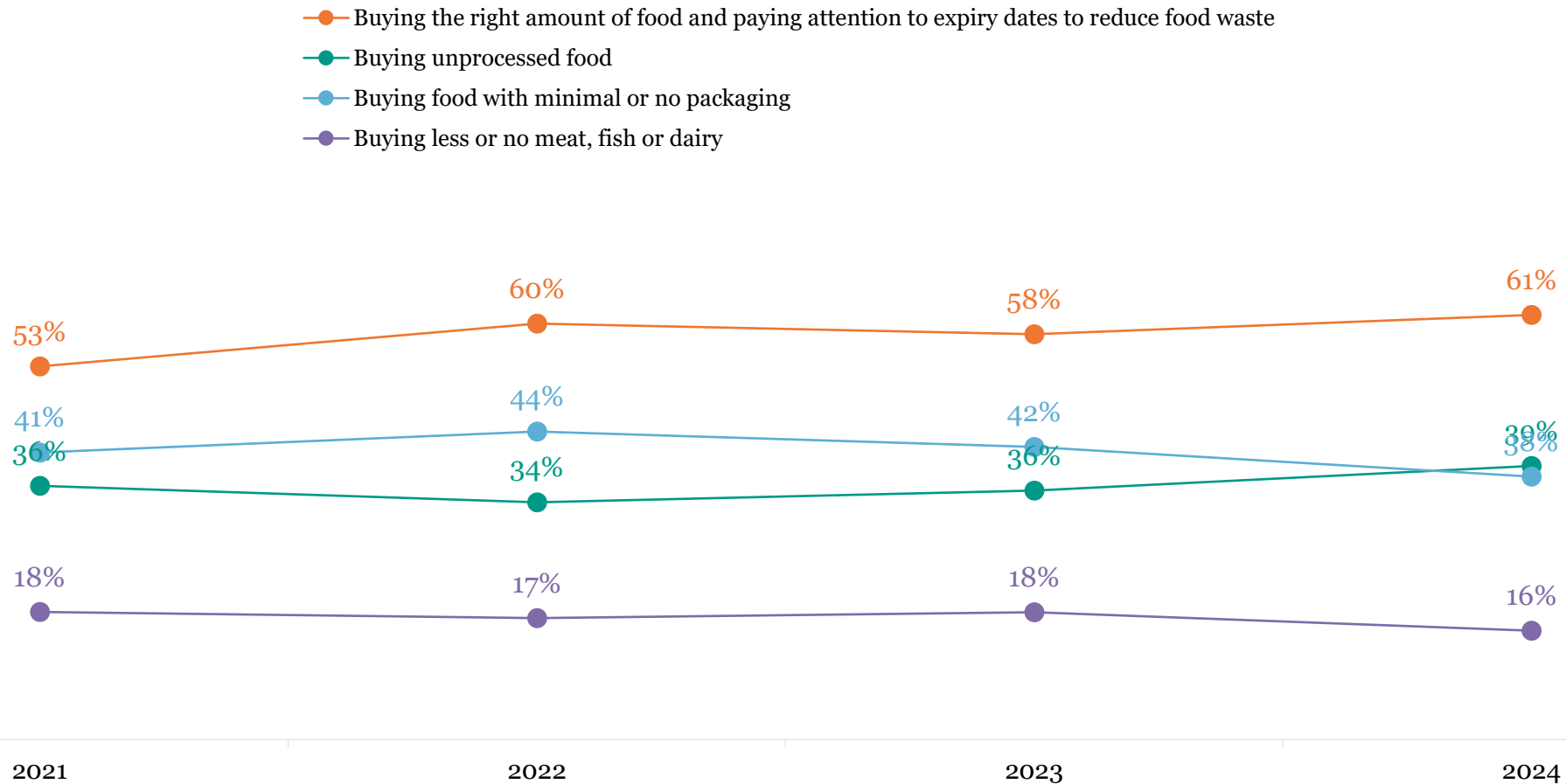
Level of concern about the following environmental impacts of food, in the UK, 2021-2024



[1] Q6. How concerned or unconcerned, if at all, are you about the following environmental impacts caused by the food we produce and consume on a large scale? [2] Base: Those aged 18-65 who live in the UK and who had at least a little knowledge about each statement 2021-2024

The importance of reducing food waste to UK respondents has increased since 2021, while the importance of buying food with minimal or no packaging has diminished

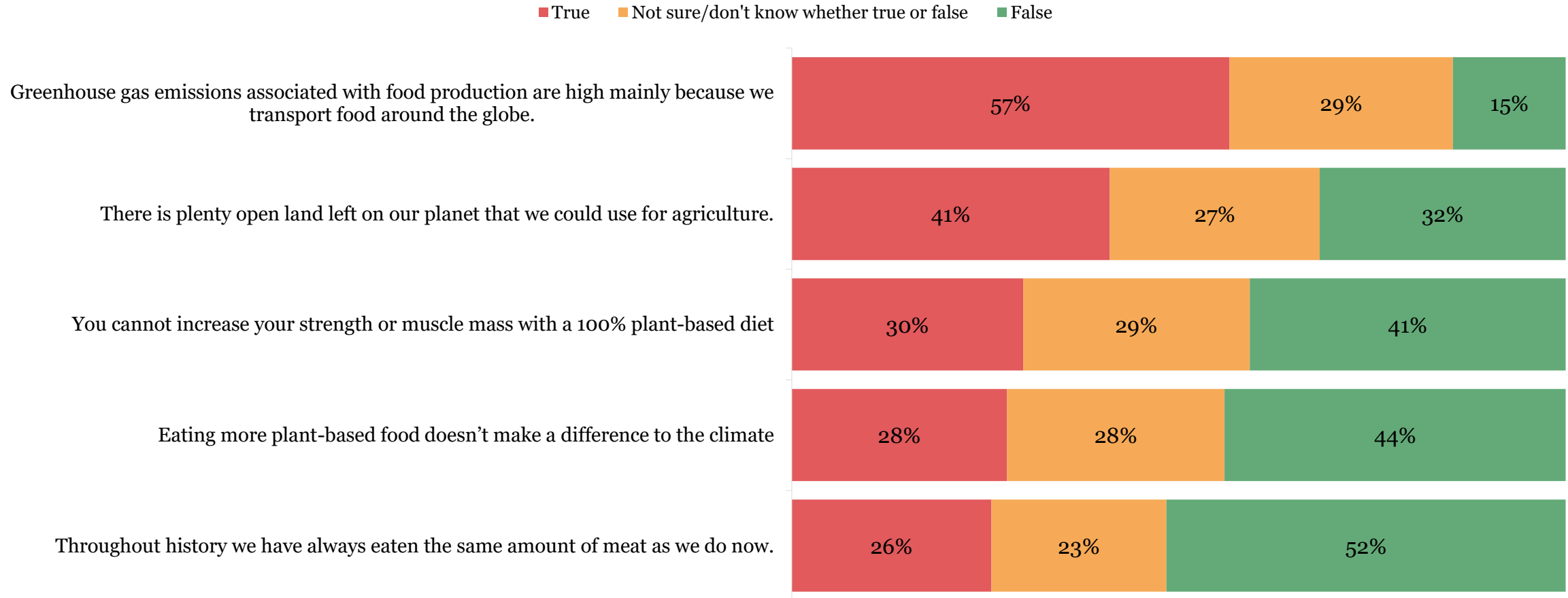
Those in the UK for whom the following environmental and ethical considerations were among the five most important to them personally, when choosing what food to buy, 2021-2024



[1] Q2. When choosing the food you buy, which of the following environmental and ethical considerations are most important to you, if any? [2] Base: Those aged 18-65 who live in the UK: 2021 (n=2063), 2022 (n=2015), 2023 (n=2035), 2024 (n=2023)

The proportion of UK respondents who believe in the WWF food myths is very similar to the EU average

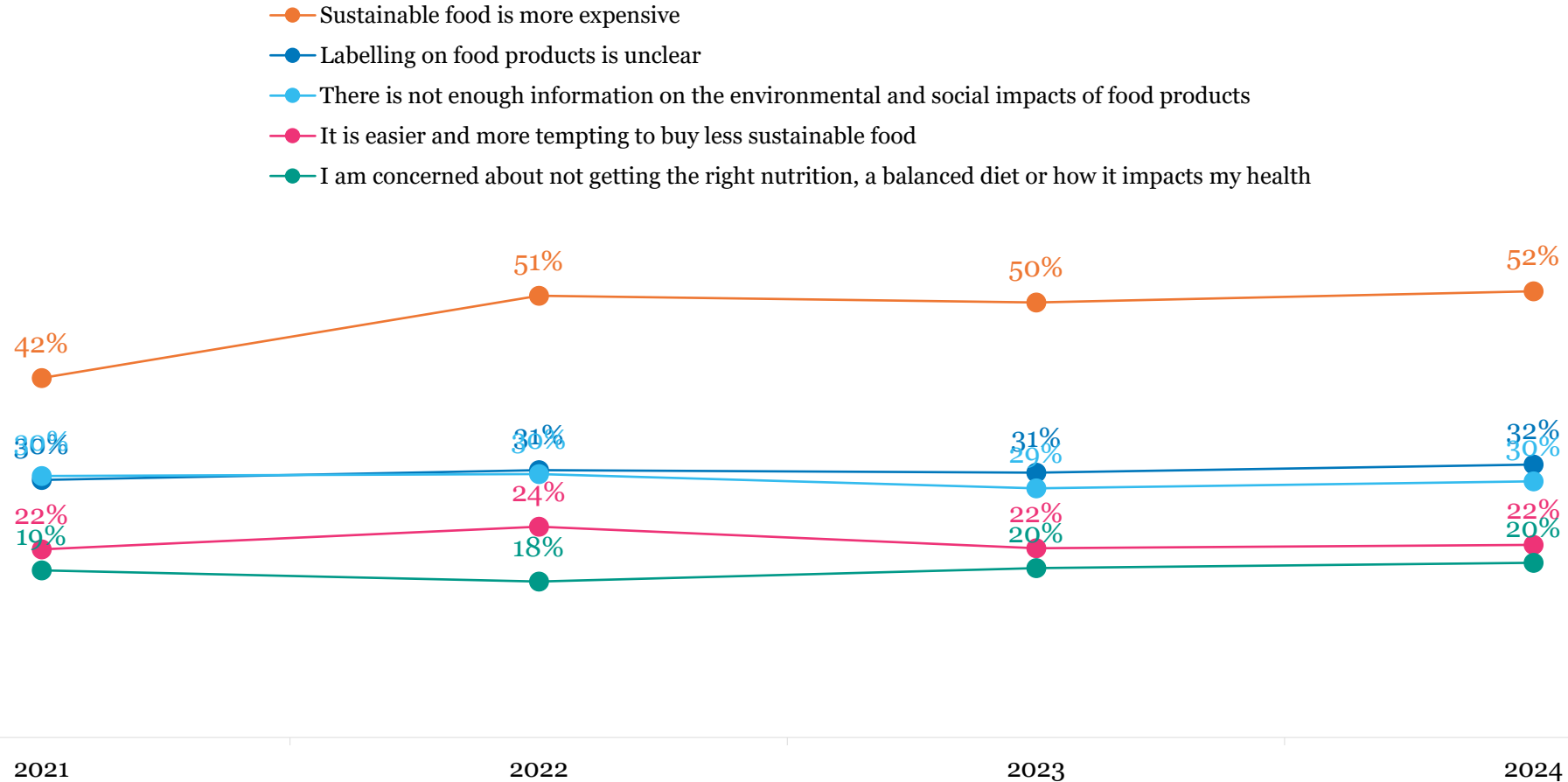
Level of belief in the WWF food myths in the UK, 2024



[1] Q28W4. Do you think the following statements are true, or false? [2] Base: Those aged 18-65 who live in the UK: 2024 (n=2023).

The perceived expensiveness of sustainable food remains by far the biggest barrier to UK respondents eating it

The proportion of respondents in the UK who selected each of the following factors as something that prevents or stops them from eating sustainable food, 2021-2024



[1] Q11. Which of the following, if any, prevents or stops you from eating types of food that are better for the environment and are more sustainable? [2] Base: Those aged 18-65 who live in the UK: 2021 (n=2063), 2022 (n=2015), 2023 (n=2035), 2024 (n=2023)

UK respondents are more likely than respondents in all other countries, apart from Greece, to pick the cost of food as one of the top five most important issues to themselves personally

The proportion of respondents in the UK who selected the following as one of the top five most important issues to them personally, 2022-2024

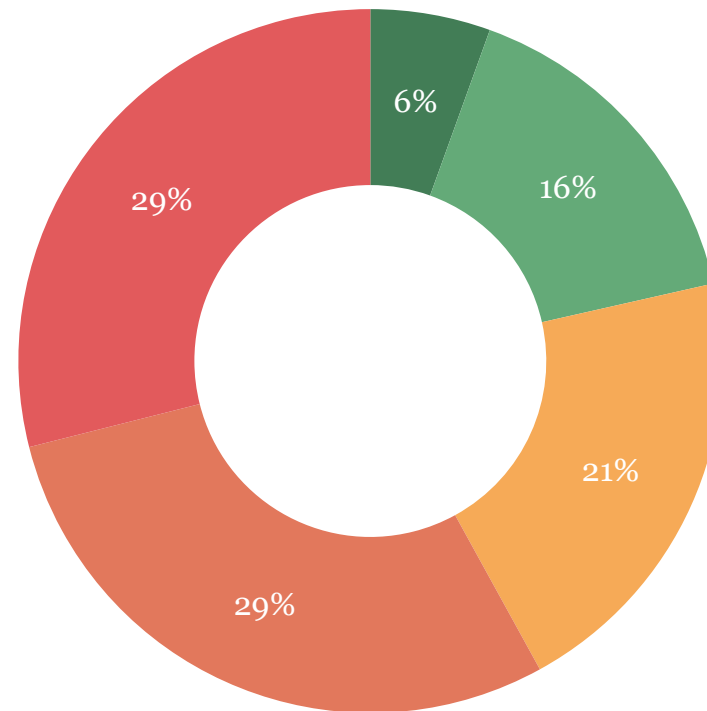
	2022	2023	2024
Cost of food	72	76	72
Cost of heating	64	69	61
Cost of housing	47	52	55
Climate change	41	40	45
Cost of petrol	58	42	36
Ability to save for retirement	28	29	33
Animals going extinct	24	26	27
Immigration	16	20	27
Work/study-life balance	23	23	27
Deforestation	19	20	21
Whether your food is sustainable	14	13	16
Russia and the war in Ukraine	17	15	14
COVID-19	23	15	12
Ease of international travel	8	7	8

[1] Q18. Which of the following do you see as the top five most important issues for you personally? [2] Base: Those aged 18-65 who live in the UK: 2022 (n=2015), 2023 (n=2035), 2024 (n=2023)

UK respondents are more likely than those in every other Eat4Change country to recall seeing the Eat4Change campaign name (either probably or definitely) on social media in the last three months

Recollection of seeing social media content in the last three months featuring the campaign name Eat4Change, in the UK, 2024

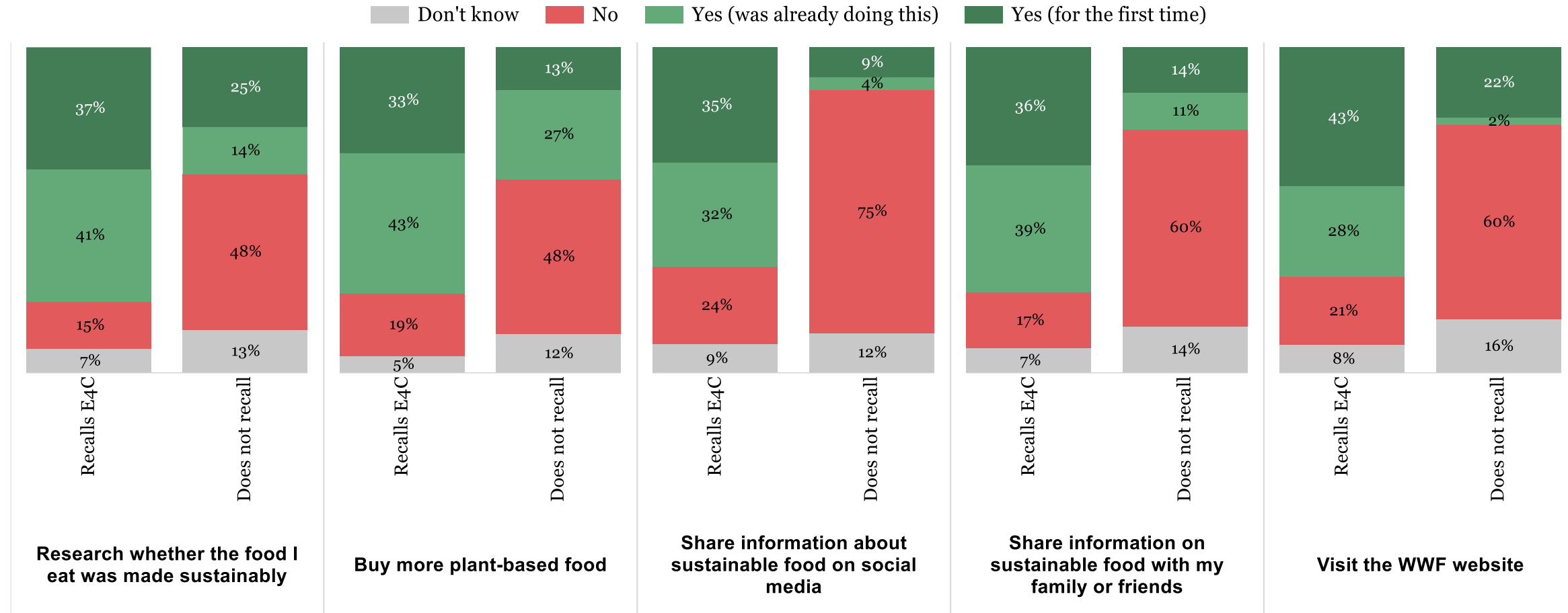
■ Yes, definitely ■ Yes, I think so ■ Not sure / Don't know ■ No, I don't think so ■ No, definitely not



[1] Q31W4. Do you recall seeing any content on social media in the last three months featuring the campaign name 'Eat4Change'? [2] Base: Those aged 18-65 who live in the UK: 2024 (n=2023).

Over a third of UK respondents who report recalling the Eat4Change campaign claim they will share information about sustainable food on social media for the first time in the next month, while only one in ten of those who do not recall seeing the campaign say the same

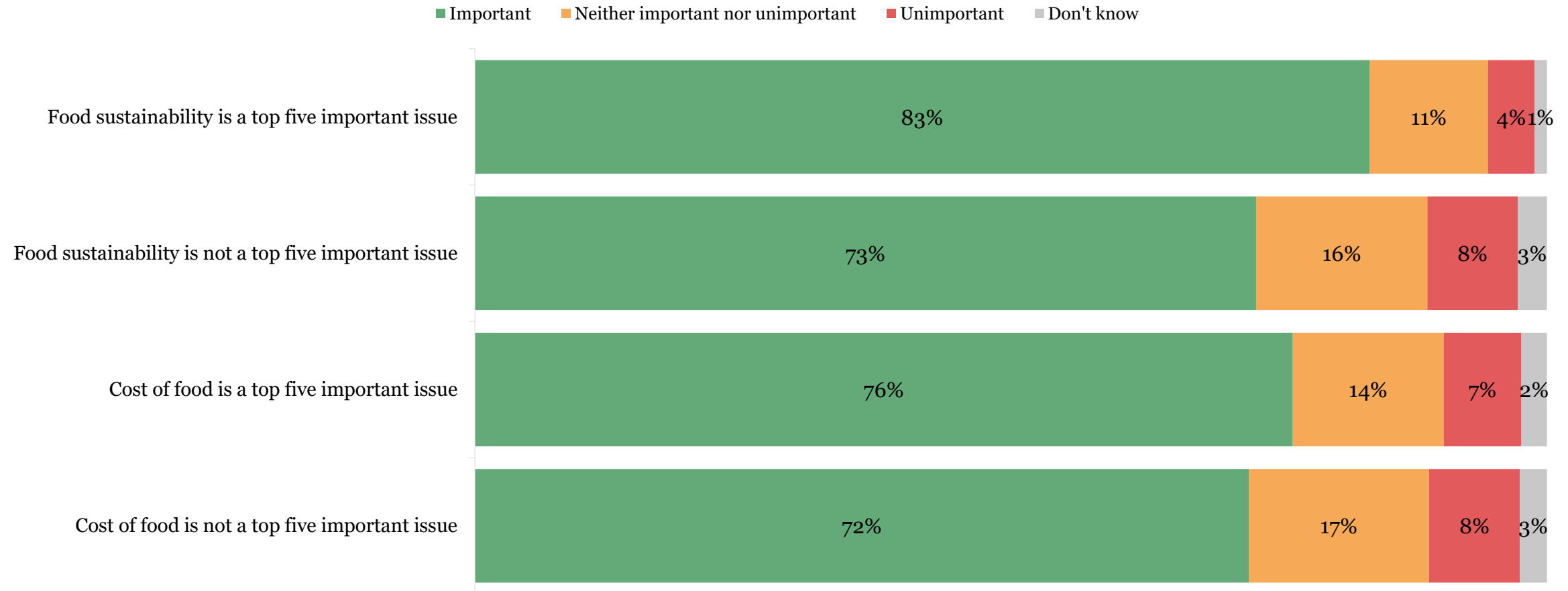
Actions respondents in EU Eat4Change countries will or will not take in the next month, 2024



[1] Q32W4. Do you intend to do any of the following in the next month? [2] Base: Those aged 18-65 who live in the UK: Recall Eat4Change (n=427), Does not recall Eat4Change (n=1184)

Those who think food sustainability is a top five important issue are more likely than those who do not, to think it is important for future MEPs to support policies that help reduce the cost of sustainable and healthy food

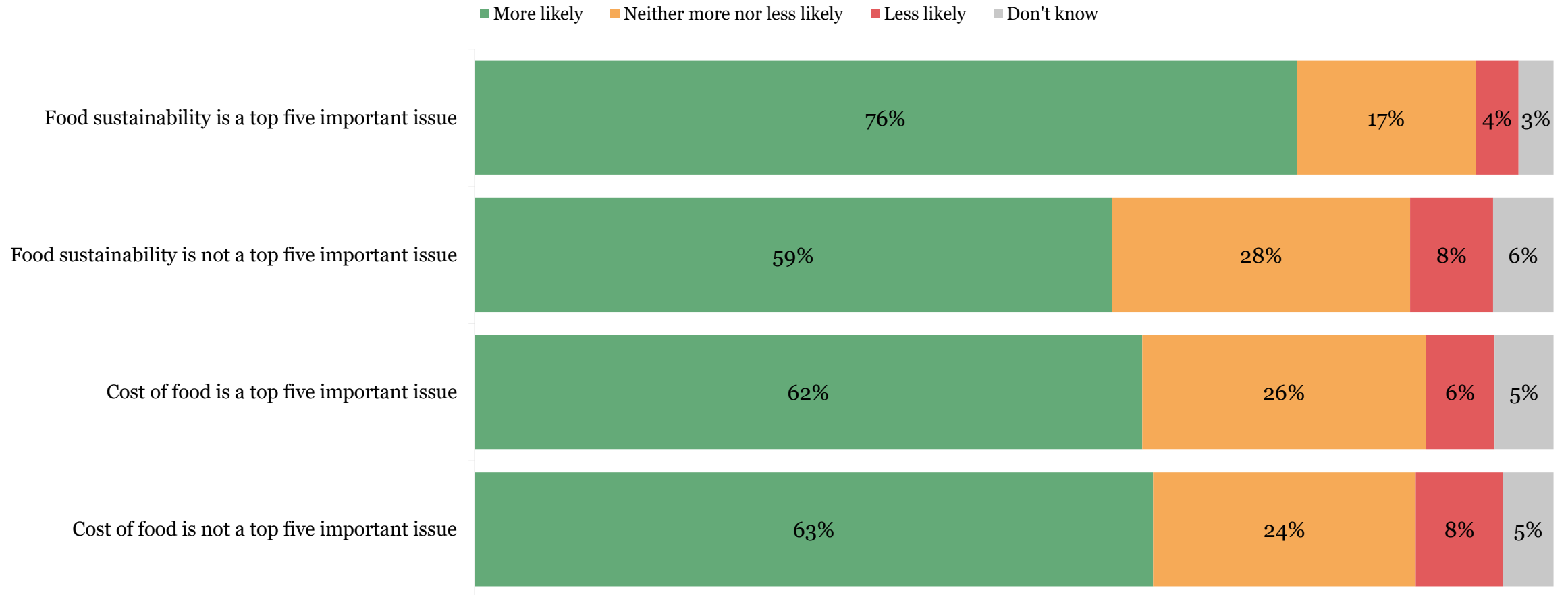
How important respondents in each surveyed EU country think it is for future MEPs to help reduce the cost of sustainable and healthy food, 2024



[1] Q25W4. How important is it to you that future Members of the European Parliament support policies that help reduce the cost of sustainable and healthy food? [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal, Sweden, Germany, Spain or Poland: Food sustainability is a top five issue (n=2850), is not a top five issue (n=12774); Cost of food is a top five issue (n=9996), is not a top five issue (n=5628)

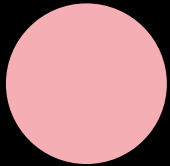
Those for whom food sustainability is a top five important issue are more likely than those for whom it is not, to vote for the candidate actively campaigning to increase peoples' access to sustainable and healthy food

How likely respondents in each surveyed EU country are, given a choice between two otherwise equally appealing candidates, to vote for the one actively campaigning to increase peoples' access to sustainable and healthy food, 2024



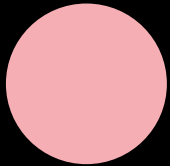
[1] Q26W4. Imagine you are deciding which candidate to vote for in the upcoming 2024 European elections. There are a few candidates you like, but only one is actively campaigning to increase peoples' access to sustainable and healthy food. Otherwise, their campaign priorities are equally appealing. Would you be more or less likely to vote for the candidate actively campaigning to increase people's access to sustainable and healthy food? [2] Base: Those aged 18-65 who live in Austria, Belgium, Estonia, Finland, France, Greece, Portugal, Sweden, Germany, Spain or Poland: Food sustainability is a top five issue (n=2850) is not a top five issue (n=1274): Cost of food is a top five issue (n=996) is not a top five issue (n=5628)

Thank you



Adam Brodie
Consultant
adam.brodie@savanta.com

Vahsti Hale
Associate Director
vahsti.hale@savanta.com



William Pearce
Senior Executive
william.pearce@savanta.com