

## Description of EU pork consumers: A survey carried out in 6 countries. Poster Summary

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The aim of this work was to characterise the European consumer of pig meat (within ALCASDE project). A total of 822 respondents participated in a survey that was carried out Germany (DE n=132), Spain (ES n=133), France (FR n=139), Italy (IT n=140), Netherlands (NL n=132) and United Kingdom (UK n=146). All of them were selected for consuming pork > 1 time/month and stratified by age and gender, within each country profile. Respondents answered socio-demographic questions and frequency of consumption of different pork products, the most common purchasing place for fresh pork meat, if they were responsible for buying fresh pork at home, if they were responsible for cooking at home, and if they usually eat the pork with the fat. Data was analysed with FREQ procedure of SAS software. In general, over ninety percent of consumers ate fresh pork > 2 times/week (DE 96.2 %; ES 95.5 %; IT 92.9 %; NL 93.9 %; UK 97.3 %) except for FR (34.8 %). The most consumed product was the sausage in DE, dry cured ham in ES and IT; cooked ham in FR, mince meat in NL and sliced bacon in UK. In all the countries, the supermarket was the most common purchasing place of fresh pork with the exception of NL, where it was the traditional market. In general, the percentage of respondents responsible for buying fresh pork in their household was 91.0 %. In all countries, women were more responsible for buying fresh pork than men, and they were mostly between 41-60 years old. Ninety-one percent of respondents were partially responsible for cooking at home. Women were more responsible for cooking at home than men. France was an exception, where 49.6 % women and 50.4 % men cooked at home. Considering all respondents, 44.5 % ate the pork with the fat in all the countries (35.4 % of women and 54.6 % of men). The study showed differences among countries regarding respondents' traits.

### **RESULTS**

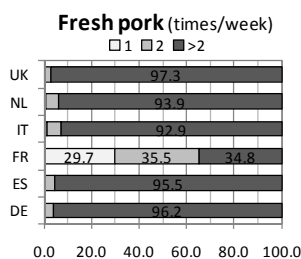
**Table 1. Consumer demographic data (%)**

country	n	Gender (%)		Age (%)				Educational level (%)			
		Women	Men	18-25	26-40	41-60	61-75	less primary studies	primary studies	secondary studies	university
DE	132	52.3	47.7	14.4	31.8	49.2	4.5	0.0	52.3	24.2	23.5
ES	133	54.9	45.1	10.5	30.8	43.6	15.0	3.0	12.1	53.8	31.1
FR	139	49.6	50.4	15.1	28.8	41.0	15.1	11.7	3.6	46.0	38.7
IT	140	74.3	25.7	10.0	25.7	60.0	4.3	2.9	25.0	29.4	42.6
NL	132	54.5	45.5	11.4	29.5	44.7	14.4	0.0	3.0	59.8	37.1
UK	146	50.0	50.0	19.9	19.2	39.0	21.9	0.0	4.8	61.6	33.6
overall	822	56.0	44.0	13.6	27.5	46.2	12.7	2.9	16.6	46.0	34.5

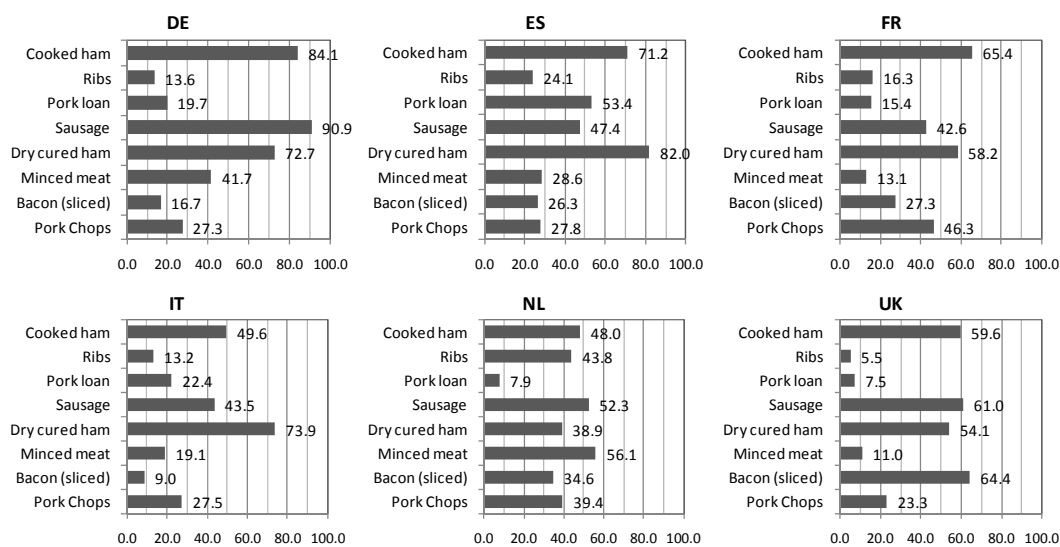
DE: Germany; ES: Spain; FR: France; IT: Italy; NL: Netherlands; UK: United Kingdom

**Table 2. Percentage of European consumers eating fresh pork and different pork products more than twice per week.**

country	fresh pork meat	Pork chops	Bacon (sliced)	Minced	Dry cured ham	Sausage	Pork loin	Ribs	Cooked ham
DE	96.21	27.27	16.67	41.67	72.73	90.91	19.70	13.64	84.09
ES	95.49	27.82	26.32	28.57	81.95	47.37	53.38	24.06	71.21
FR	34.78	46.32	27.34	13.11	58.21	42.65	15.44	16.26	65.41
IT	92.86	27.54	8.96	19.12	73.91	43.48	22.39	13.24	49.62
NL	93.89	39.39	34.62	56.06	38.93	52.31	7.87	43.85	48.00
UK	97.26	23.29	64.38	10.96	54.11	60.96	7.53	5.48	59.59

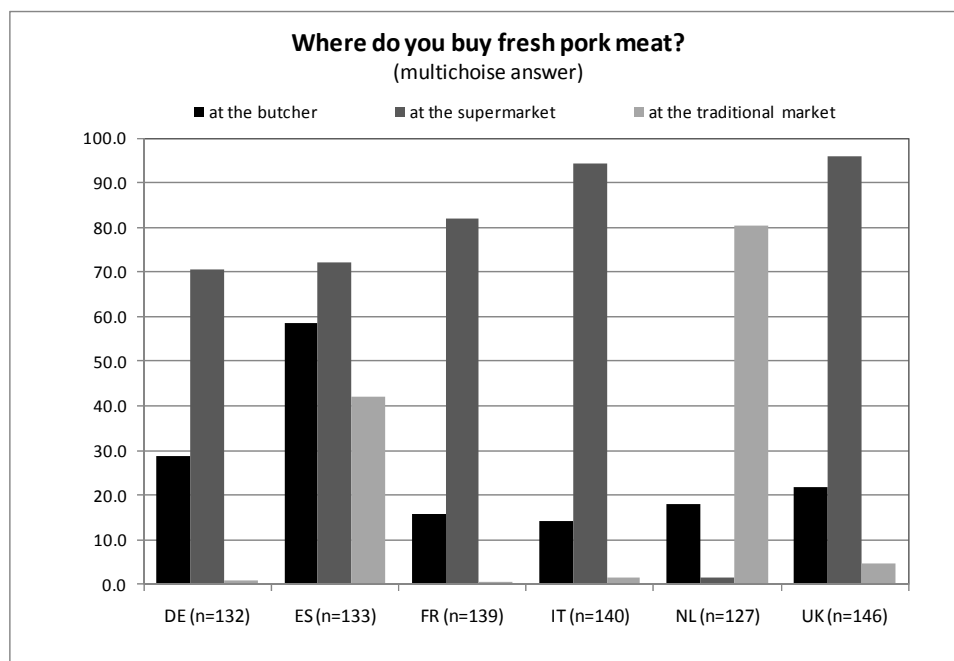


**Percentage of consumers eating each pork product more than twice per week**



**Table 3. Most common purchasing places of fresh pork meat by European consumers (%)**

country	at the butcher	at the supermarket	at the traditional market
DE	28.8	70.5	0.8
ES	58.6	72.2	42.1
FR	15.8	82.0	0.7
IT	14.3	94.3	1.4
NL	18.1	1.6	80.3
UK	21.9	95.9	4.8



**Table 4. Percentage of consumers answering ‘Yes, I am responsible of buying fresh pork at home’.**

country	overall	Female		Females				Males			
		Female	Male	18-25	26-40	41-60	>60	18-25	26-40	41-60	>60
DE	97.0	50.8	46.2	13.4	32.8	49.3	4.5	14.8	32.8	47.5	4.9
ES	78.9	50.4	28.6	3.0	31.3	55.2	10.4	0.0	31.6	50.0	18.4
FR	93.5	47.5	46.0	12.1	30.3	43.9	13.6	17.2	29.7	40.6	12.5
IT	91.4	70.0	21.4	12.2	26.5	57.1	4.1	6.7	20.0	66.7	6.7
NL	99.2	54.5	44.7	13.9	27.8	45.8	12.5	8.5	32.2	42.4	16.9
UK	81.5	42.5	39.0	4.8	24.2	51.6	19.4	21.1	17.5	36.8	24.6
	90.1	93.9	83.1	10.2	28.7	50.9	10.2	12.6	27.8	45.3	14.2

**Table 5. Percentage of consumers answering ‘Yes, I am partially responsible for cooking at home’.**

country	overall	Female		Females				Males			
		Female	Male	18-25	26-40	41-60	>60	18-25	26-40	41-60	>60
DE	97.0	51.5	45.5	14.7	21.0	34.0	3.0	15.0	33.3	46.7	5.0
ES	80.5	51.1	29.3	4.4	21.0	37.0	7.0	10.3	33.3	43.6	12.8
FR	97.8	49.6	50.4	14.5	20.0	29.0	10.0	16.4	29.9	40.3	13.4
IT	91.4	72.9	18.6	11.8	28.0	58.0	4.0	7.7	15.4	69.2	7.7
NL	97.0	54.5	42.4	13.9	20.0	33.0	9.0	8.9	33.9	42.9	14.3
UK	82.9	46.6	36.3	10.3	17.0	32.0	12.0	24.5	20.8	35.8	18.9
	91.0	97.2	81.7	11.6	28.4	49.9	10.1	14.6	28.9	44.2	12.3

**Table 6. Percentage of consumers answering ‘Yes, I eat fresh pork with the fat’.**

country	overall	Female	Male	Females				Males			
				18-25	26-40	41-60	>60	18-25	26-40	41-60	>60
DE	53.0	22.0	31.1	17.2	5.0	18.0	1.0	14.6	26.8	56.1	2.4
ES	41.4	18.8	22.6	8.0	8.0	13.0	2.0	13.3	33.3	30.0	23.3
FR	38.8	16.5	22.3	4.3	4.0	15.0	3.0	6.5	22.6	41.9	29.0
IT	37.1	24.3	12.9	11.8	10.0	18.0	2.0	0.0	44.4	55.6	0.0
NL	40.2	13.6	26.5	5.6	4.0	8.0	5.0	5.7	25.7	48.6	20.0
UK	56.2	23.3	32.9	20.6	7.0	12.0	8.0	29.2	16.7	27.1	27.1
	44.5	35.4	54.6	12.3	23.3	51.5	12.9	13.8	26.1	41.9	18.2