

Documentation of CONCEPT questionnaires

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The aim of this working paper is to summarise the information collected in the two questionnaires which are part of the project ‘The Viability and Stability of Demand: The Future Outlook for the Organic Market in Denmark (CONCEPTS)’.

The purpose of the project is to investigate the viability and stability of demand for organic products in Denmark, utilising, among other things, a unique Danish panel data set. The GfK Consumerscan¹ panel provides information about actual purchases of foods by approximately 2.000 households each month. Purchases are recorded at a daily basis, and include information about prices, volumes and whether each type of purchased food is organic or conventional. Once a year, information about socio economic data as well as media habits and attitudes towards foods and cooking is recorded for each of the participating households.²

The aim of the questionnaires is to supplement the information we already have on the households in the GfK panel in order to understand and estimate their demand for organic foods. Moreover we want to elicit how consumers perceive organic foods and how this influences their demand for organic foods over a longer time period.³

The questionnaires were sent to all households in the GfK Consumerscan panel in May 2007 and 2008. In 2002 a similar questionnaire was sent out to the same panel as part of the FOEJO II project ‘Consumer demand for organic foods’. Many of the questions in the 2007 and 2008 questionnaires are inspired by the 2002 questionnaire which allows us to investigate whether consumptions and values have changed over time. A first draft of the 2007 questionnaire was tested on 30 people. This resulted in small changes of the questions and answer categories.

Table 1 Response period and response data for CONCEPT questionnaires

Year	Response period	Issued to	Answering percentage	Answers from
2008	30 April to 21 May 2008	2.322 households	78%	1.821 households
2007	24 April to 15 May 2007	2.376 households	85%	2.022 households

Some households remain in the GfK household panel for many years. We therefore have 1.577 households who answer both the 2007 and 2008 questionnaires (the CONCEPT questionnaires) and 809 of these households also answer the 2002 questionnaire.

¹ The GfK Group is one of the largest market research companies in the world, covering more than 100 countries.

² For more on GfK data see www.gfk.com, www.gfk.dk, Andersen, L M: ‘Information Provision to Consumers as an Instrument of Environmental Regulation’, PhD Series No. 130-2008, University of Copenhagen, or Smed, S: ‘Empirical studies on “Health, Information and Consumer Behaviour”’, PhD Series No. 128-2008, University of Copenhagen.

³ Some of the questions in the questionnaires are related to another project (‘Lifestyle and Obesity – a sociological analysis of obesity using Bourdieu’s concept of lifestyle and micro-econometric methods’, By Vibeke Tornhøj Christensen, AKF - Danish Institute of Governmental Research). All answers are documented in this workingpaper, including the ones mainly related to health and lifestyle.

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Appendix A: Questionnaire 2008, translated version

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(11-16)

Questionnaire

Household Goods, Physical Exercise and Social Issues

This questionnaire is developed by AKF, the Danish Institute of Governmental Research. AKF is an independent institute that undertakes research on a range of social issues.

The results of this study will be used in our research about consumers, in which we want to learn more about consumers' views about food and other matters. It is important that the person who answers this questionnaire is the same person who usually fills out the food diary in your household.

In the following, we ask you about your shopping habits and your attitudes to food in general, among other matters. Please just give your immediate reaction to our questions, simply noting the answer that best matches the way you experience things in your everyday life.

It is important that you do not feel some answers are more correct than others. We are interested to hear your honest opinions. Even though your answers might seem obvious and maybe commonplace to you, they are of great interest to us. Every single answer gives us new, valuable information that we need.

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Nr.:

Background

1. About yourself:

I am a 1 Woman 2 Man (17)

2. About your household: (Please tick one or more boxes)

Do you live together with..... a partner/spouse children | I live alone
 1 (18) 1 (19) | 1 (20)

3. In some families, children live alternately with their father and mother. Therefore, we would like to know how much time the individual child lives in *your* household. Please write the number.

(Go to question 4 if you do not have any children living at home)

	All the time	More than half of the time	Half of the time	Less than half of the time
No. of children living in my household	___ 1 (21)	___ 1 (22)	___ 1 (23)	___ 1 (24)

Shopping

The following questions are about shopping habits in your household. Bear in mind the usual habits as regards the major part of the food that is bought.

4. How often do you buy food and other household goods?

Big weekly shopping
supplemented when
needed

2-3 times a week

4-5 times a week

Shop almost every day

1

2

3

4

(25)

5. How do the following characteristics influence your choice of products when buying food?

(Please tick one box on each line)

	Dislike very much			Unimporta nt			Like very much	
That the product is fresh.....	1	2	3	4	5	6	7	(26)
That the product is quick to prepare.....	1	2	3	4	5	6	7	(27)
That the price is low	1	2	3	4	5	6	7	(28)
That the product is healthy	1	2	3	4	5	6	7	(29)
That the product is organic	1	2	3	4	5	6	7	(30)
That the product does not contain artificial additives	1	2	3	4	5	6	7	(31)
That the product is produced in Denmark.....	1	2	3	4	5	6	7	(32)
That the product is a 'light' product.....	1	2	3	4	5	6	7	(33)
That the product has a low fat content.....	1	2	3	4	5	6	7	(34)

6. Would you say you have been better able to afford food during the last year, as compared to earlier years?

Much worse

Neither better
nor worse

Much better

1

2

3

4

5

(35)

Information about eating habits

- 7. The Danish Veterinary and Food Administration wants to inform people about healthy eating habits and has therefore formulated some dietary recommendations. The following questions are about their advice:**

(Please tick one box on each line)

How many pieces of fruit / helpings of vegetables (at least) are adults recommended to eat every day?	1 portion ₁	2 portions ₂	4 portions ₃	6 portions ₄	Don't know ₅	(36)
Are potatoes included in the recommended amount of 'fruit and vegetables'?.....			Yes ₁	No ₂	Don't know ₃	(37)
How many grams (at least) of fish or fish products are adults recommended to eat each week?.....	50-100 g ₁	100-200 g ₂	200-300 g ₃	300-400 g ₄	Don't know ₅	(38)

- 8. Are you interested in information about healthy eating habits?**

No, not at all	Yes, a little	Yes, some	Yes, very	
1	2	3	4	(39)

- 9. Do you get information about healthy eating habits from any of the following sources?**

(Please tick one box on each line)

	No, not at all	Yes, a little	Yes, some	Yes, a lot	
Television	1	2	3	4	(40)
Radio.....	1	2	3	4	(41)
Newspapers (also on the Internet)	1	2	3	4	(42)
Internet (not newspapers)	1	2	3	4	(43)
By talking to others	1	2	3	4	(44)

- 10. How do you examine a product you are not used to buying?** *(Please tick one box on each line)*

		Almost never			Almost always		
How often do you read product information on the label the first time you buy a new product?		1	2	3	4	5	(45)
When you read product information, do you find it difficult to understand what it means?.....		1	2	3	4	5	(46)

Nutrition

- 11. Food is made up of many single components. How do these components influence you when you are choosing what to eat?** *(Please tick one box on each line)*

	I would very much like to avoid this			This is not important to me			I would very much like to have this	
Vegetable fat	1	2	3	4	5	6	7	(47)
Animal fat	1	2	3	4	5	6	7	(48)
Protein.....	1	2	3	4	5	6	7	(49)
Sugar	1	2	3	4	5	6	7	(50)
Other carbohydrates..	1	2	3	4	5	6	7	(51)
Salt	1	2	3	4	5	6	7	(52)
Fibres	1	2	3	4	5	6	7	(53)
Vitamins	1	2	3	4	5	6	7	(54)

12. Is there anything in general you ought to do differently in order to lead a healthier life?*(Please tick one box on each line)*

	I ought to eat					Don't know	
	Much less	A little less	The way I do now	A little more	Much more		
Vegetable fat	1	2	3	4	5	6	(55)
Animal fat	1	2	3	4	5	6	(56)
Protein.....	1	2	3	4	5	6	(57)
Sugar	1	2	3	4	5	6	(58)
Other carbohydrates.....	1	2	3	4	5	6	(59)
Salt	1	2	3	4	5	6	(60)
Fibres	1	2	3	4	5	6	(61)
Vitamins	1	2	3	4	5	6	(62)
Fish	1	2	3	4	5	6	(63)
Vegetables.....	1	2	3	4	5	6	(64)
Fruit	1	2	3	4	5	6	(65)
Total amount of food.....	1	2	3	4	5	6	(66)

13. To what extent do you agree with the following? (Please tick one box on each line)

	I think the opposite		I think there is no difference		I totally agree		
	1	2	3	4	5	6	
Healthy food usually tastes better than unhealthy food.....	1	2	3	4	5	6	(67)
Healthy food takes longer to prepare than unhealthy food.....	1	2	3	4	5	6	(68)
It is more difficult to prepare healthy food than unhealthy food	1	2	3	4	5	6	(69)
Healthy food is usually more expensive than unhealthy food..	1	2	3	4	5	6	(70)

14. Do you do the following things on account of taste or in order to stay healthy? (Please tick one box on each line)

	Mostly on account of taste		Both on account of taste and health		Mostly on account of health		Neither on account of taste nor health		Do not do this		
	1	2	3	4	5	6	7	8			
Eat fish	1	2	3	4	5	6	7	8	9	(71)	
Eat organic products.....	1	2	3	4	5	6	7	8	9	(72)	
Eat fruit and vegetables.....	1	2	3	4	5	6	7	8	9	(73)	
Avoid animal products	1	2	3	4	5	6	7	8	9	(74)	
Eat fat animal products.....	1	2	3	4	5	6	7	8	9	(75)	
Eat lean animal products.....	1	2	3	4	5	6	7	8	9	(76)	
Eat rice, potatoes or whole grain bread	1	2	3	4	5	6	7	8	9	(77)	

In the following we ask you a series of questions about food and health. In this connection, health is to be understood as nutritional health, that is, whether one gets enough vitamins and minerals, does not eat too many fatty foods and has a varied diet.

15. To what extent do you agree with the following statements about your everyday food?

(Please tick one box on each line)

	Totally disagree	Partially disagree	Neither agree nor disagree	Partially agree	Totally agree	
It is difficult to eat healthily without compromising with the taste.....	1	2	3	4	5	(78)
Eating healthily comes naturally to me.....	1	2	3	4	5	(79)
I seldom think about whether the food I eat is healthy	1	2	3	4	5	(80)
Using synthetic sweetener is a good way to avoid calories in my opinion.....	1	2	3	4	5	(81)
I can easily compromise with health so long as the food tastes nice	1	2	3	4	5	(82)
I would like to have healthier eating habits	1	2	3	4	5	(83)

16. To what extent do you agree with the following statements? (Please tick one box on each line)

	Totally disagree	Partially disagree	Neither agree nor disagree	Partially agree	Totally agree	
I am in doubt about what to eat in order to eat healthily ...	1	2	3	4	5	(84)
I do not feel up to learning about how to eat healthily.....	1	2	3	4	5	(85)
Experts recommend new things all the time, so I have stopped listening.....	1	2	3	4	5	(86)
It is important to me that my food is healthy	1	2	3	4	5	(87)
I eat healthily.....	1	2	3	4	5	(88)

17. To what extent do you agree with the following statements about the food habits of your children living at home? (Please tick one box on each line. Go to Question 18, if you do not have any children)

	I think the opposite	I neither agree nor disagree	I totally agree	Don't know			
It is important that my children's food is healthy	1	2	3	4	5	6	(89)
My children eat healthily	1	2	3	4	5	6	(90)
When served something healthy my children usually think it tastes nice	1	2	3	4	5	6	(91)
We eat healthier food because of the children in our household.....	1	2	3	4	5	6	(92)

Views about Food

18. To what extent do you agree with the following statements about food, shopping and cooking?

(Please tick one box on each line)

	Totally disagree	Partially disagree	Neither agree nor disagree	Partially agree	Totally agree	Don't know	
Price is more important than quality	1	2	3	4	5	6	(93)
Food is an important part of the joy of life for me	1	2	3	4	5	6	(94)
Synthetic sweetener may be harmful to health	1	2	3	4	5	6	(95)
If animals have been given genetically modified fodder, the meat should be labelled so that one can see this	1	2	3	4	5	6	(96)
It is important that my food does not have additives	1	2	3	4	5	6	(97)
Food produced in an environmentally friendly way is better for my health	1	2	3	4	5	6	(98)
As far as possible, I use seasonal fruit and vegetables	1	2	3	4	5	6	(99)
It is not particularly important to me whether the food I buy is environmentally friendly	1	2	3	4	5	6	(100)
It is not particularly important to me whether animal welfare has been taken into account when producing the food I buy	1	2	3	4	5	6	(101)
I like the thought behind fair trade products (e.g. Max Havelaar)	1	2	3	4	5	6	(102)
I might well buy a product because of the story behind it (such as salt from Læsø or apples from Lilleø)	1	2	3	4	5	6	(103)
I am not very interested in food and cooking .	1	2	3	4	5	6	(104)
The most important thing about a meal is to get enough to eat	1	2	3	4	5	6	(105)
It is important to involve one's children in cooking	1	2	3	4	5	6	(106)

19. To what extent do you agree with the following statements about cooking? (Please tick one box on each line)

	Not at all	Only to a small extent	To some extent	To a great extent	
Everyday cooking should be over and done with as quickly as possible	1	2	3	4	(107)
I like to spend a longer time cooking during the weekend	1	2	3	4	(108)
I like to cook new dishes	1	2	3	4	(109)
As far as possible I make food from scratch and avoid readymade meals...	1	2	3	4	(110)
I like to try out new dishes without using a recipe	1	2	3	4	(111)
I like to experiment with recipes from other countries	1	2	3	4	(112)

20. People like to eat different *kinds of food*. Some make traditional Danish food for the most part, such as meatballs or cutlets, while others mostly make modern dishes such as a stir-fry or sushi. On this scale, where would you place the kind of food you make for the most part in your household?

Traditional	Neither traditional nor modern			Modern			
1	2	3	4	5	6	7	(113)

Food Production

21. When choosing between different food products, where do you generally prefer your food to come from?

(Please tick one box on each line)

A big producer	1	2	3	4	5	A small producer	(114)
A foreign producer	1	2	3	4	5	A Danish producer	(115)
A well-known brand	1	2	3	4	5	A small niche product	(116)

22. How often do you worry about the following problems? (Please tick one box on each line)

	Never	Seldom	Now and again	Often	Very often	Don't know	
That food products may be genetically modified.....	1	2	3	4	5	6	(117)
Whether there is salmonella, campylobacter or some other kind of bacteria in the food that can make one ill	1	2	3	4	5	6	(118)
Whether there are pesticides or medicine residues in food products.....	1	2	3	4	5	6	(119)
How much energy is used to produce and transport food products	1	2	3	4	5	6	(120)

23. To what extent do you agree with the following statements? (Please tick one box on each line)

	I think the opposite	I neither agree nor disagree	I totally agree	Don't know			
I think that industrial manufacturing and processing adds to the health value of foods.....	1	2	3	4	5	6	(121)
It is important to me to support Danish farmers	1	2	3	4	5	6	(122)
I think that the control of food safety is adequate ...	1	2	3	4	5	6	(123)

24. To what extent do you agree with the following statements? (Please tick one box on each line)

	I think the opposite	I think there is no difference	I totally agree	Don't know			
I think most big food producers are more interested in making money, than are small producers	1	2	3	4	5	6	(124)
I think most big food producers are less interested in the nutritional quality of their products, than are small producers.....	1	2	3	4	5	6	(125)
I think there are more pesticides and medicine residues in Danish food products, than in foreign products	1	2	3	4	5	6	(126)
I think there is less animal welfare in foreign agriculture, than in Danish agriculture	1	2	3	4	5	6	(127)
I think Danish farmers cheat more than foreign	1	2	3	4	5	6	(128)

Organic Products and Production

25. Do you know or recognise the Danish Ø-label (organic label) shown below?



1 Yes, I know it 2 Yes, I have seen it before 3 No (129)

(Normally the label is red)

26. Within the last two years, have you started to buy more organic products than you did earlier?

1 Yes 2 No (If "no" go to question 28) (130)

27. We would like to know why you buy more organic products now than you did earlier. Do you agree with the following statements about changes in the availability, affordability and quality of organic products?

(Please tick one box on each line)

	No	Yes	
There are more organic products in the shops now, so it has become easier to buy them.....	0	1	(131)
I/we have more money at my/our disposal now for buying food.....	0	1	(132)
Organic products have become cheaper as compared to conventional products	0	1	(133)
The quality of organic products has improved	0	1	(134)
It has become more important to me to buy organic products.....	0	1	(135)
There are other reasons why I buy more organic products than the reasons mentioned above	0	1	(136)

28. Do you think that Ø-labelled products must fulfil the following conditions? (Please tick one box on each line)

	No	Yes	Don't know	
Ø-labelled products must be produced in Denmark.....	0	1	2	(137)
Ø-labelled products must fulfil certain conditions regarding taste and eating quality	0	1	2	(138)
Ø-labelled products must be produced using less energy	0	1	2	(139)
Organic animals must exclusively be given organic fodder	0	1	2	(140)
Animal welfare must be taken into consideration in organic production.....	0	1	2	(141)
All ingredients must be organic in Ø-labelled products	0	1	2	(142)
Genetically modified fodder must not be used in organic production.....	0	1	2	(143)
The product must fulfil certain demands on low environmental impact of product transportation	0	1	2	(144)

29. Do you find any difference in *the quality* of the following products, depending on whether the product is organic or conventional? (Please tick one box on each line)

	No difference between conven- tional and organic						Organic products have the highest quality	Have not <i>tried</i> the organic kind	
	1	2	3	4	5	6	7	8	
Fruit	1	2	3	4	5	6	7	8	(145)
Vegetables.....	1	2	3	4	5	6	7	8	(146)
Meat.....	1	2	3	4	5	6	7	8	(147)
Milk	1	2	3	4	5	6	7	8	(148)
Flour, grain, etc.....	1	2	3	4	5	6	7	8	(149)
Bread	1	2	3	4	5	6	7	8	(150)

30. Do you find any difference in *the taste* of the following products, depending on whether the product is organic or conventional? (Please tick one box on each line)

	Conventional products taste best		No difference between conventional and organic				Organic products taste best	Have not <i>tasted</i> the organic kind	
	1	2	3	4	5	6	7	8	
Fruit	1	2	3	4	5	6	7	8	(151)
Vegetables	1	2	3	4	5	6	7	8	(152)
Meat	1	2	3	4	5	6	7	8	(153)
Milk	1	2	3	4	5	6	7	8	(154)
Flour, oatmeal. etc. .	1	2	3	4	5	6	7	8	(155)
Bread	1	2	3	4	5	6	7	8	(156)

31. To what extent do you agree with the following statements about organic products?

(Please tick one box on each line)

	Totally disagree	Partially disagree	Neither agree nor disagree	Partially agree	Totally agree	Don't know	
I am indifferent to organic products	1	2	3	4	5	6	(157)
I don't know a great deal about organic products/production	1	2	3	4	5	6	(158)
I am happy to pay more for an organic product rather than buy a similar conventional product	1	2	3	4	5	6	(159)
I would be willing to pay more in taxes in order to subsidise organic farming.....	1	2	3	4	5	6	(160)
I am only interested in the quality of food products, not whether they are organic or otherwise.....	1	2	3	4	5	6	(161)

32. To what extent do you agree with the following views about organic versus conventional production?

(Please tick one box on each line)

	I think the opposite	I think there is no difference			I totally agree	Don't know	
	1	2	3	4	5	6	
I think organic farmers are more concerned about the state of the planet, than are conventional farmers.....	1	2	3	4	5	6	(162)
I think organic farmers are less involved in their production, than are conventional farmers.....	1	2	3	4	5	6	(163)
I think that organic farming is better for the environment than conventional farming.....	1	2	3	4	5	6	(164)
I think that organic farming, as compared to conventional farming, is more in tune with nature.....	1	2	3	4	5	6	(165)
I think that organic farming might contribute to increasing the greenhouse effect.....	1	2	3	4	5	6	(166)
I think that organic farming is better for animal welfare than conventional farming	1	2	3	4	5	6	(167)
I like the ideas behind organic farming	1	2	3	4	5	6	(168)
Organic cows are put out to graze more often than conventionally bred cows	1	2	3	4	5	6	(169)
Free-range hens have better animal welfare than organic hens	1	2	3	4	5	6	(170)

33. To what extent do you agree with the following views about organic versus conventional products?*(Please tick one box on each line)*

	I think the opposite	I think there is no difference			I totally agree	Don't know	
I think that organic products are healthier for me and my family than conventional products.....	1	2	3	4	5	6	(171)
I think that organic products have a higher content of vitamins and minerals than conventional products.....	1	2	3	4	5	6	(172)
I think that organic products have a higher content of substances that can make one ill (such as bacteria and fungus spores) than do conventional products	1	2	3	4	5	6	(173)
I think there are fewer pesticides and medicine residues in organic products.....	1	2	3	4	5	6	(174)
I think there are fewer additives in organic products	1	2	3	4	5	6	(175)
Organic products taste worse.....	1	2	3	4	5	6	(176)
Generally, organic products are of a poorer quality.....	1	2	3	4	5	6	(177)
Generally, organic products look more appetising	1	2	3	4	5	6	(178)
Organic fruit looks more appetising	1	2	3	4	5	6	(179)
Conventional vegetables look more appetising	1	2	3	4	5	6	(180)

34. If you have planned to buy an organic product and it is sold out, what do you do?*(Please tick one box on each line. Go to question 35 if you never buy organic products)*

	Almost never	Now and again		Almost always	
Buy the conventional kind instead	1	2	3	4	5 (181)
Choose another organic product as a substitute	1	2	3	4	5 (182)
Go to another shop to try to find the organic product	1	2	3	4	5 (183)
Decide to try again some other day	1	2	3	4	5 (184)

35. To what extent do you agree with the following statements about organic farming?*(Please tick one box on each line)*

	I think the opposite	I neither agree nor disagree			I totally agree	Don't know	
The rules behind the Ø-label are not tough enough.....	1	2	3	4	5	6	(185)
'Organic' is a sales gimmick.....	1	2	3	4	5	6	(186)
Organic farming is ineffective, too few products are produced	1	2	3	4	5	6	(187)

36. To what extent do you agree with the following statements about buying organic products?*(Please tick one box on each line)*

	Totally disagree	Partially disagree	Neither agree nor disagree	Partially agree	Totally agree	Don't know	
It is important to me to set a good example by buying organic products	1	2	3	4	5	6	(188)
I buy organic food when I want to pamper myself and my family.....	1	2	3	4	5	6	(189)
I buy organic products as a matter of principle.....	1	2	3	4	5	6	(190)
Organic foods are just a fashionable fad	1	2	3	4	5	6	(191)
I usually don't buy organic products because there is too much cheating with the organic label	1	2	3	4	5	6	(192)
I usually don't buy organic products because the price is too high	1	2	3	4	5	6	(193)
I often find that the organic products I want to buy are sold out	1	2	3	4	5	6	(194)

37. To what extent do you agree with the following statements about buying organic products?*(Please tick one box on each line)*

	Totally disagree		Don't care one way or the other		Totally agree	
I get a good conscience when I buy organic food.....	1	2	3	4	5	(195)
If I can't get Danish organic fruit or vegetables, I would prefer to buy <i>conventional Danish</i> products rather than <i>foreign organic</i> ones.....	1	2	3	4	5	(196)

38. To what extent do you agree with the following statements about buying organic products?*(Please tick on box on each line. Go to question 40, if you never buy organic products)*

	Hardly at all	To a small extent	Partially	To a great extent	To a very great extent	
I am willing to shop in different places in order to get hold of organic products	1	2	3	4	5	(197)
I choose the shop I go to because it has a wide range of organic products	1	2	3	4	5	(198)
I make changes in my eating habits in order to be able to afford to buy organic products	1	2	3	4	5	(199)
I shop in cut-price shops in order to be able to afford to buy organic products	1	2	3	4	5	(200)
When I choose organic products, it is especially important to me that they are healthy and nutritious products	1	2	3	4	5	(201)

39. When you choose to buy organic food products instead of conventional products, how much importance do you attribute to the following reasons for doing so?

(Please tick one box on each line. Go to question 40, if you never buy organic products)

	Not important at all	Somewhat important	Important	Very important	
To avoid pesticide and medicine residues.....	1	2	3	4	(202)
Better taste.....	1	2	3	4	(203)
Health-promoting substances such as vitamins and minerals....	1	2	3	4	(204)
To contribute to a better environment	1	2	3	4	(205)
Animal welfare (for animal products)	1	2	3	4	(206)
Better quality	1	2	3	4	(207)
The health of my children living at home	1	2	3	4	(208)
My own health	1	2	3	4	(209)
To support the ideas behind organic farming	1	2	3	4	(210)
To counteract the greenhouse effect	1	2	3	4	(211)

40. To what extent do you agree with the following statements about organic products and production?

(Please tick one box on each line)

	Totally disagree	Partially disagree	Neither agree nor disagree	Partially agree	Totally agree	
Products with the Ø-label are of a better quality than other products	1	2	3	4	4	(212)
State control of the Ø-label guarantees that the rules of organic production have been kept.....	1	2	3	4	4	(213)
Organic farmers keep to the rules for organic production.....	1	2	3	4	4	(214)
Organic farmers generally support the ideas behind organic production	1	2	3	4	4	(215)
The food industry generally supports the ideas behind organic production	1	2	3	4	4	(216)
Supermarket chains generally support the ideas behind organic production	1	2	3	4	4	(217)
Politicians generally support the ideas behind organic production	1	2	3	4	4	(218)
Consumers generally support the ideas behind organic production	1	2	3	4	4	(219)

41. Do you know or recognise the European Ø-label shown below?



1 Yes, I know it 2 Yes, I have seen it before 3 No (220)

(Normally the label is blue and green)

42. Have you heard that the European Ø-label is going to be given a new logo?

1 No 2 Yes (221)

Please answer questions 38 and 39, even if you did not recognise the Danish or European Ø-label.

43. How do you perceive the Danish and the European Ø-label? (Please tick one box on each line)

	The Danish Ø-label			No difference			The European Ø-label		Don't know	
I think the rules are tougher for	1	2	3	4	5	6	7	8	(222)	
I have more confidence in.....	1	2	3	4	5	6	7	8	(223)	

44. Imagine that the European Ø-label is just as widespread as the Danish Ø-label is today. How important would it be to you whether the products you buy were labelled with: (Please tick one box on each line)

	Very important to avoid		Unim- portant		Very important		Don't know	
The European Ø-label.....	1	2	3	4	5	6	7	8 (224)
The Danish Ø-label.....	1	2	3	4	5	6	7	8 (225)

Environmental Labels

45. Do you know or recognise the Flower label and the Swan label shown below? (Please tick one box in each column)



(Normally the label is blue and green)



(Normally the label is green)

Yes, I know the Flower label	1	(226)	Yes, I know the Swan label	1	(227)
Yes, I have seen the Flower label before.....	2		Yes, I have seen the Swan label before.....	2	
No, I have never seen the Flower label before	3		No, I have never seen the Swan label before..	3	

46. How do you perceive products with the Flower or the Swan label as compared to products that are not labelled? Please answer even if you are not sure whether your answer is correct. We are interested in your impression of these products, not whether you know the rules behind the labels.

(Please tick one box on each line)

<i>I think ...</i>	I think the opposite	I think there is no difference			I totally agree	No opinion
...more attention has been given to the work environment during production	1	2	3	4	5	6 (228)
...the product has a less negative impact on the environment	1	2	3	4	5	6 (229)
...the product has a better quality.....	1	2	3	4	5	6 (230)
...the product is healthier for me and my family...	1	2	3	4	5	6 (231)
...the product has a less negative impact on our hormone system	1	2	3	4	5	6 (232)
...there are fewer perfume and allergy-causing substances in the product	1	2	3	4	5	6 (233)
...the product is more expensive.....	1	2	3	4	5	6 (234)

47. How important is it to you whether the products you buy are labelled with:

(Please tick one box on each line)

	Very important to avoid		Unim- portant		Very im- portant		Don't know	
The Flower label.....	1	2	3	4	5	6	7	8 (235)
The Swan label	1	2	3	4	5	6	7	8 (236)

Climate and the Environment

48. To what extent do you agree with the following statements about the greenhouse effect (climate changes)?

(Please tick one box on each line)

	Totally disagree	Partially disagree	Neither agree nor disagree	Partially agree	Totally agree	Don't know	
The threat of the greenhouse effect has been generally exaggerated	1	2	3	4	5	6	(237)
I often discuss the greenhouse effect with friends and acquaintances.....	1	2	3	4	5	6	(238)
Industry and agriculture are primarily responsible for the greenhouse effect.....	1	2	3	4	5	6	(239)
Technological development will no doubt come up with some solution to the greenhouse effect.....	1	2	3	4	5	6	(240)
If the majority does nothing to reduce the greenhouse effect, there is no point in my trying to do something about it.....	1	2	3	4	5	6	(241)
It is important that we all do our part in trying to reduce the greenhouse effect.....	1	2	3	4	5	6	(242)
I think about how much energy is used to produce and transport the products I buy.....	1	2	3	4	5	6	(243)
I believe that the state will prevent climate changes from having negative consequences for Danish citizens	1	2	3	4	5	6	(244)

49. If the individual consumer wants to reduce the greenhouse effect, how important would you say it is to do the following things: (Please tick one box on each line)

	Not im- portant at all	Of little im- portanc e	Of some im- portanc e	Im- portant	Very im- portant	
Save on the use of household electricity (other than for heating).....	1	2	3	4	5	(245)
Save on the use of household energy for heating	1	2	3	4	5	(246)
Use less petrol or diesel	1	2	3	4	5	(247)
Eat less meat	1	2	3	4	5	(248)
Eat fewer products that are produced in heated greenhouses	1	2	3	4	5	(249)
Eat more organic products	1	2	3	4	5	(250)
Throw away less food.....	1	2	3	4	5	(251)
Buy fewer imported products	1	2	3	4	5	(252)

50. Do you yourself do anything in order to reduce the greenhouse effect? (Please tick one box on each line)

	Not at all	To a minor degree	To some degree	To a high degree	To a very high degree	
Save on the use of household electricity (other than for heating).....	1	2	3	4	5	(253)
Save on the use of household energy for heating	1	2	3	4	5	(254)
Use less petrol or diesel	1	2	3	4	5	(255)
Eat less meat	1	2	3	4	5	(256)
Eat fewer products that are produced in heated greenhouses	1	2	3	4	5	(257)
Eat more organic products	1	2	3	4	5	(258)
Throw away less food.....	1	2	3	4	5	(259)
Buy fewer imported products	1	2	3	4	5	(260)

51. To what extent do you agree with the following statements about pollution and the environment *in general*?*(Please tick one box on each line)*

	Totally disagree	Partially disagree	Neither agree nor disagree	Partially agree	Totally agree	Don't know	
I believe that the authorities are doing enough to control pollution	1	2	3	4	5	6	(261)
I get worried when I think about the negative effects of pollution on plants and animals	1	2	3	4	5	6	(262)
Any welfare society must have a negative impact on nature	1	2	3	4	5	6	(263)
Industry and agriculture are primarily responsible for environmental problems	1	2	3	4	5	6	(264)
Technological development will no doubt come up with some solution to environmental problems.....	1	2	3	4	5	6	(265)
The threat of environmental pollution has been generally exaggerated	1	2	3	4	5	6	(266)
If the majority does nothing to protect the environment, there is no point in my trying to do something about it	1	2	3	4	5	6	(267)
It is important that we all do our part in trying to improve the environment.....	1	2	3	4	5	6	(268)

52. Do you think about how the product affects the environment when you buy the following things?*(Please tick one box on each line)*

	Never				Always	Do not buy	
Kitchen rolls & toilet paper	1	2	3	4	5	6	(269)
Washing powder for washing clothes.....	1	2	3	4	5	6	(270)
Household cleaning products.....	1	2	3	4	5	6	(271)
Clothes	1	2	3	4	5	6	(272)

Animal Welfare**53. Do you think about animal welfare when you buy any of the following products?***(Please tick one box on each line)*

	Not at all	To a small degree	To some degree	To a high degree	To a very high degree	Do not buy	
Eggs	1	2	3	4	5	6	(273)
Chicken	1	2	3	4	5	6	(274)
Milk	1	2	3	4	5	6	(275)
Beef/veal	1	2	3	4	5	6	(276)
Pork	1	2	3	4	5	6	(277)
Cheese	1	2	3	4	5	6	(278)
Sliced cold cuts (lunch meats)	1	2	3	4	5	6	(279)

Social Conditions

54. To what extent do you think different groups are responsible for the following?

Please fill in each _____ below with an 0, 1, 2 or 3

Write: 0 for 'not at all',
1 for 'to some extent',
2 for 'to a great extent' or
3 for 'to a very great extent'

	The individual consumer	Farmers	The food industry	Supermarkets	Public authorities
Whether people have nutritionally healthy eating habits	_____ (280)	_____ (287)	_____ (294)	_____ (301)	_____ (308)
Whether farm animals are able to thrive.....	_____ (281)	_____ (288)	_____ (295)	_____ (302)	_____ (309)
Whether there are pesticides in drinking water	_____ (282)	_____ (289)	_____ (296)	_____ (303)	_____ (310)
The greenhouse effect/climate changes.....	_____ (283)	_____ (290)	_____ (297)	_____ (304)	_____ (311)
Whether food safety is under control	_____ (284)	_____ (291)	_____ (298)	_____ (305)	_____ (312)
Whether farmers get a fair price for their products	_____ (285)	_____ (292)	_____ (299)	_____ (306)	_____ (313)
Whether a sustainable world will be handed on to future generations	_____ (286)	_____ (293)	_____ (300)	_____ (307)	_____ (314)

We now leave questions about food and environment behind and go over to more general questions about your views on different social issues:

55. To what extent do you agree with the following statements? (Please tick one box on each line)

	Totally disagree	Partially disagree	Neither disagree	Partially agree	Totally agree	
The individual consumer should take <i>political</i> considerations into account when shopping (for example: not buying products from a particular country due to the politics pursued in that country)	1	2	3	4	5	(315)
The individual consumer should take <i>ethical</i> considerations into account when shopping (for example: whether child labour or animal experiments have been used in production)	1	2	3	4	5	(316)
One must assume that politicians and manufacturers take their responsibilities seriously, so that consumers don't have to worry about politics and ethics when they are shopping	1	2	3	4	5	(317)
Consumers do have a political and ethical responsibility when shopping.....	1	2	3	4	5	(318)
It is important to consider the consequences of one's shopping on the outside world.....	1	2	3	4	5	(319)
Political and ethical problems cannot be solved by the way one uses one's purse / shopping basket	1	2	3	4	5	(320)

56. To what extent do you agree with the following statements about *your own* shopping?*(Please tick one box on each line)*

<i>It is important to me to ...</i>	Neither					
	Totally disagree	Partially disagree	Partially agree	Neither agree nor disagree	Totally agree	
...boycott certain products for political and ethical reasons.....	1	2	3	4	5	(321)
...boycott certain products for environmental reasons.....	1	2	3	4	5	(322)
...buy certain products for political or ethical reasons.....	1	2	3	4	5	(323)
...buy certain products for environmental reasons.....	1	2	3	4	5	(324)

Politics**57. How concerned would you say you are about the way politics affects the following ...?***(Please tick one box on each line)*

	Not at all	To a small extent	To some extent	To a great extent	To a very great extent	
Issues in your own daily life.....	1	2	3	4	5	(325)
Issues in the wider society.....	1	2	3	4	5	(326)

58. People often describe their political views as being left-wing or right-wing. Where would you place yourself on the following scale?

Left-wing	Middle					Right-wing				
01	02	03	04	05	06	07	08	09	10	(327-328)

59. How do you feel about the different political parties? Please answer even if you do not usually vote.*(Please tick one box on each line)*

	Much in disagreement with the party	To a small degree	To some degree	To a high degree	Much in agreement with the party	Don't know enough about the party	
Danish People's Party.....	1	2	3	4	5	6	(329)
Conservative Party.....	1	2	3	4	5	6	(330)
Social Liberal Party.....	1	2	3	4	5	6	(331)
Unity List – Red-Green Alliance.....	1	2	3	4	5	6	(332)
Christian Democrats.....	1	2	3	4	5	6	(333)
Minority Party.....	1	2	3	4	5	6	(334)
New Alliance.....	1	2	3	4	5	6	(335)
Social Democrats.....	1	2	3	4	5	6	(336)
Socialist People's Party.....	1	2	3	4	5	6	(337)
Liberal Party.....	1	2	3	4	5	6	(338)

60. What do you do when voting in an election? *(Please tick one box on each line)*

	Not at all	To a small degree	To some degree	To a high degree	To a very high degree	Don't know	
Do you usually vote for a particular political party.....	1	2	3	4	5	6	(339)
Does your vote depend on the particular issues under discussion ...	1	2	3	4	5	6	(340)

61. Who did you vote for in the last general election?

Did not vote	Do not re-member	Danish People's Party	Conser-vative Party	Social Liberal Party	Unity List	Christian Democ-rats	Minority Party	New Alliance	Social Democ-rats	Socialist People's Party	Liberal Party	(341-342)
01	02	03	04	05	06	07	08	09	10	11	12	

Work

62. What type of job or study do you and your spouse/partner have? (Please tick one box on each line)

	Sedentary work					Hard physical work	Do not have a job	No spouse/partner	
My job is mostly	1	2	3	4	5	6	7		(343)
My spouse/partner's job is mostly....	1	2	3	4	5	6	7		(344)

63. Current or most recent employment: (Please tick one box in each column. If you or your spouse/partner are retired, note the most recent form of employment. Ignore question about spouse/partner if you do not have one.)

	Myself (345)	My spouse/partner (346)
Self-employed	1	1
Employed in the private sector	2	2
Employed in the public sector.....	3	3
Student.....	4	4
Have never been employed	5	5

Quality of life

64. Taking everything into consideration, how satisfied would you say you are with your life as a whole?

Highly dis-satisfied										Highly satisfied	
00	01	02	03	04	05	06	07	08	09	10	(347-348)

65. How would you rate your general physical health as compared to others your own age?

Very poor	Poor	Reasonable	Good	Very good
1	2	3	4	5

(349)

66. How would you rate your physical form as compared to others your own age?

Very poor	Poor	Reasonable	Good	Very good
1	2	3	4	5

(350)

67. The following question concerns your general state of well-being (Please tick one box on each line)

	Not at all		To a moderate extent		To a great extent	Have not got a job
Do you have pain or feelings of discomfort	1	2	3	4	5	
Are you anxious or depressed	1	2	3	4	5	
Do you feel stressed in your everyday life	1	2	3	4	5	
In general, do you feel you have influence over your own work	1	2	3	4	5	6

(351)
(352)
(353)
(354)

68. When was the last time you did the following things? (Please tick one box on each line)

	Within the last year	1-3 years ago	More than 3 years ago	Never	Don't know	
Have your blood pressure checked	1	2	3	4	5	(355)
Have your eyesight tested or controlled	1	2	3	4	5	(356)
Have your cholesterol level checked	1	2	3	4	5	(357)

69. Do you take any medicine regularly? (Include medicine prescribed by a doctor and non-prescription drugs such as pain-killers. Also include hormone preparations, but not birth-control pills. Do not include vitamin pills, minerals or alternative medicines)

1 No 2 Yes (358)

Weight and Exercise**70. To what extent do you agree with the following statements about ways of controlling your weight?***(Please tick one box on each line)*

	Totally disagree	Partially disagree	Neither agree nor disagree	Partially agree	Totally agree	
I use my drinking habits to control my weight	1	2	3	4	5	(359)
I use my snacking habits to control my weight	1	2	3	4	5	(360)
I use the size of my meals to control my weight	1	2	3	4	5	(361)
I use the composition of my meals to control my weight....	1	2	3	4	5	(362)
I use the number of my meals to control my weight	1	2	3	4	5	(363)
I use exercise to control my weight	1	2	3	4	5	(364)
I do not control my weight	1	2	3	4	5	(365)
I do not think about my weight	1	2	3	4	5	(366)
I do not care how much I weigh	1	2	3	4	5	(367)

The next questions concern your habits with regard to physical exercise. By physical exercise we mean activities that make one short of breath or increase one's pulse rate, such as team sports, exercising in a fitness centre, running, cycling or taking long walks.

71. To what extent do you agree with the following statements about physical exercise?*(Please tick one box on each line)*

	Totally disagree	Partially disagree	Neither agree nor disagree	Partially agree	Totally agree	
Exercising comes naturally to me	1	2	3	4	5	(368)
It is important to me to exercise	1	2	3	4	5	(369)
I am not interested in exercise	1	2	3	4	5	(370)
I am very involved in exercising	1	2	3	4	5	(371)
I like exercising	1	2	3	4	5	(372)
Exercise is important for my general health	1	2	3	4	5	(373)
Exercise is important for my sense of well-being	1	2	3	4	5	(374)
Exercise is important for my appearance	1	2	3	4	5	(375)
I don't like exercising	1	2	3	4	5	(376)
I don't make the effort to exercise	1	2	3	4	5	(377)
I would like to exercise more	1	2	3	4	5	(378)
Exercising is not important	1	2	3	4	5	(379)
Exercising is a waste of time	1	2	3	4	5	(380)
Exercise is relaxing	1	2	3	4	5	(381)
Exercise gives me more energy	1	2	3	4	5	(382)
I don't have the time to exercise	1	2	3	4	5	(383)
I am unable to exercise on account of illness	1	2	3	4	5	(384)

72. Why do you exercise? (Please tick one box on each line. Go to question 73 if you never exercise)

	Totally disagree	Partially disagree	Neither agree nor disagree	Partially agree	Totally agree	
I exercise in order to get some time on my own.....	1	2	3	4	5	(385)
I exercise in order to lose weight/maintain my weight	1	2	3	4	5	(386)
I exercise in order to be together with other people	1	2	3	4	5	(387)
Exercising gives me a good conscience	1	2	3	4	5	(388)
I exercise in order to relieve health problems/physical problems	1	2	3	4	5	(389)

We also want to ask you to think about *an average week during the year, that is, not a particular week during the winter or summer*, and then try to estimate how much you exercise.

Exercise is divided into 3 levels: *sports, active exercise and light exercise*.

Sports includes football, badminton, running and any form of exercise that promotes a rapid pulse.

Active exercise includes going for a walk (with the dog), cycling to work and similar activities.

Light exercise includes going up and down the stairs, cleaning, gardening and similar activities.

73. Please write down the number of minutes (per day) for each of these activities in an average week:

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Sports (minutes per day)	(390-392)	(393-395)	(396-398)	(399-401)	(402-405)	(405-407)	(408-410)
Active exercise (minutes per day)	(411-413)	(414-416)	(417-419)	(420-422)	(423-425)	(426-428)	(429-431)
Light exercise (minutes per day)	(432-434)	(435-437)	(438-440)	(441-443)	(444-446)	(447-449)	(450-452)

74. How do you rate your own weight, the weight of your spouse/partner and that of your children, who live at home? (Please tick one box on each line)

	Under-weight	Standard weight	A little overweight	Somewhat overweight	Much overweight	Don't know	Not in the household	
I am	1	2	3	4	5	6		(453)
My spouse/partner is	1	2	3	4	5	6	7	(454)
My oldest child is.....	1	2	3	4	5	6	7	(455)
My second oldest child is	1	2	3	4	5	6	7	(456)
My third oldest child is.....	1	2	3	4	5	6	7	(457)
My fourth oldest child is.....	1	2	3	4	5	6	7	(458)
My fifth oldest child is.....	1	2	3	4	5	6	7	(459)

Maybe your spouse/partner or your children do not have the same opinion about their weight as you do. In the following question we ask you to note down how you think they would rate their own weight. If you consider one or more of your children to be too young to form an opinion about being overweight or underweight, please tick the first column:

75. How do you think they themselves would rate their own weight? (Please tick one box on each line)

	I do not think he/she is aware of weight	I think he/she feels:					I don't know	Not in the household	
		Under-weight	Standard weight	A little overweight	Somewhat overweight	Much overweight			
My spouse/partner ..		2	3	4	5	6	7	8	(460)
My oldest child	1	2	3	4	5	6	7	8	(461)
My second oldest child	1	2	3	4	5	6	7	8	(462)
My third oldest child.....	1	2	3	4	5	6	7	8	(463)
My fourth oldest child	1	2	3	4	5	6	7	8	(464)
My fifth oldest child	1	2	3	4	5	6	7	8	(465)

76. Please fill in the following for all members of the household. If you do not know the precise height or weight then write an approximate number. (Please fill in your answers on each line)

	Date of birth (date – month – year)	Sex	Height	Weight	Not in the household
Myself.....	____-____-____ 466-471	1 Woman 2 Man (472)	____cm (473-475)	____kg (476-478)	(557-562)
My spouse/partner .	____-____-____ 479-484	1 Woman 2 Man (485)	____cm (486-488)	____kg (489-491)	1
Oldest child.....	____-____-____ 492-497	1 Girl 2 Boy (498)	____cm (499-501)	____kg (502-504)	2
Second oldest child..	____-____-____ 505-510	1 Girl 2 Boy (511)	____cm (512-514)	____kg (515-517)	3
Third oldest child.....	____-____-____ 518-523	1 Girl 2 Boy (524)	____cm (525-527)	____kg (528-530)	4
Fourth oldest child...	____-____-____ 531-536	1 Girl 2 Boy (537)	____cm (538-540)	____kg (541-543)	5
Fifth oldest child.....	____-____-____ 544-549	1 Girl 2 Boy (545)	____cm (551-553)	____kg (554-556)	6

77. Are you or your spouse/partner...?

(Please tick one box in each column. Ignore the boxes in the right hand column if you do not have a spouse/partner)

	I am ... (563)	My spouse/partner is ... (564)
...pregnant.....	1	1
...not pregnant, but have given birth during the last year.....	2	2
...not pregnant.....	3	3
...a man.....	4	4

78. Would you like to weigh more or less than you do now?

No, I am satisfied with my weight	Number of kilos less (only whole numbers)	Number of kilos more (only whole numbers)	Don't know
1	____ 2 (566-568)	____ 3 (569-571)	4 (565)

79. How many of your friends/acquaintances, colleagues or family members outside your own household are overweight? (Please tick one box on each line)

	All	Most of them	Quite a few	A few	None	Don't know	Do not have any
Friends/acquaintances.....	1	2	3	4	5	6	7 (572)
Colleagues.....	1	2	3	4	5	6	7 (573)
Family members outside your household.....	1	2	3	4	5	6	7 (574)

Smoking & Alcohol

80. Do you or your spouse/partner smoke? (Please tick one box on each line)

	Never smoked (not even at parties)	Has smoked earlier, but not anymore	Only smokes at parties/social gatherings	Smokes on ordinary days	Do not have a spouse/partner
Myself.....	1	2	3	4	(575)
My spouse/partner ...	1	2	3	4	5 (576)

The following questions are about your drinking habits and those of your spouse/partner. One ordinary bottle of beer is equal to one unit of alcohol, one bottle of red wine is equal to six units.

81. How many units of alcohol do you and your spouse/partner typically drink per week?

(Please tick one box on each line)

	0-1 unit	2-5 units	6-9 units	10-14 units	15-21 units	22-28 units	More than 28 units	Do not have a spouse/partner	
Myself.....	1	2	3	4	5	6	7		(577)
My spouse/partner	1	2	3	4	5	6	7	8	(578)

82. How many times within the last month have you and your spouse/partner drunk five units or more of alcohol during a single occasion? (Please tick one box on each line)

	0 times	1-2 times	3-5 times	6-9 times	More than 9 times	Do not have a spouse/partner	
Myself.....	1	2	3	4	5		(579)
My spouse/partner	1	2	3	4	5	6	(580)

83. How many units of alcohol do you think the National Health Service of Denmark recommends adults to drink at most per week? (Please tick one box on each line)

	9 at the most per week	14 at the most per week	21 at the most per week	28 at the most per week	Don't know	
Women.....	1	2	3	4	5	(581)
Men.....	1	2	3	4	5	(582)

84. How much do you think would be healthiest for you to drink per week? (Please tick one box on each line)

	None	Moderate consumption	Don't know	
Beer	1	2	3	(583)
White wine.....	1	2	3	(584)
Red wine	1	2	3	(585)
Spirits.....	1	2	3	(586)

Leisure Time

85. About how many times during the last year have you ...? (Please tick one box on each line)

	0 times	1-2 times	3-5 times	More than 5 times	Don't know	
Been to an opera, a ballet or a classical concert	1	2	3	4	5	(587)
Been to the theatre	1	2	3	4	5	(588)
Been to the cinema	1	2	3	4	5	(589)
Been to a museum/art exhibition/art gallery.....	1	2	3	4	5	(590)
Been to a sporting event (not seen it on television)	1	2	3	4	5	(591)
Been to a rock/pop concert	1	2	3	4	5	(592)

86. About how many books are there in your home?

(About 40 books cover 1 metre of a shelf. Do not include journals, newspapers or weekly magazines)

	0-10 books	11-25 books	26-100 books	101-200 books	201-500 books	More than 500 books	
	1	2	3	4	5	6	(593)

87. Do you have family, friends, acquaintances or other contacts who could help you with the following?

(Please tick one box on each line)

	No	Yes, maybe	Yes, most certainly	
Dealing with a public authority	1	2	3	(594)
Getting you or your spouse/partner a job/a new job.....	1	2	3	(595)
Getting your children or children of your acquaintance a training/ apprenticeship placement	1	2	3	(596)
Getting your children or children of your acquaintance a job (after-school or full-time).....	1	2	3	(597)
Helping you to find a flat if you needed one.....	1	2	3	(598)

88. Would you say that you, your spouse/partner or your friends/acquaintances have an influential role in the business community, in public administration or in politics? This influence can be at the national level, at a regional level or in the local community where you live. (Please tick *at least* one box on each line)

	No	Yes, in...			
		the business community	public administration	Politics	
Myself or my spouse/partner	1	2	3	4	(599-602)
Friends or acquaintances	1	2	3	4	(603-606)

89. How many foreign languages do you speak fluently or moderately? (Please tick one box on each line)

	0 languages	1 language	2 languages	3 languages	4 languages or more	
Fluently or almost fluently.....	1	2	3	4	5	(607)
Only moderately.....	1	2	3	4	5	(608)

90. How many times during the last year have you been on holiday abroad?

0 times	1 time	2 times	3-4 times	More than 4 times	
1	2	3	4	5	(609)

91. Do you think that most people by and large are trustworthy or do you think you cannot be too careful when dealing with other people?

You cannot be too careful	Most people are trustworthy	
00	10	(610-611)
01		
02		
03		
04		
05		
06		
07		
08		
09		

92. Do you think that other people generally try to be helpful to others or that they generally think of their own needs first and foremost ?

Generally, people think of their own needs	Generally, people try to be helpful	
00	10	(612-613)
01		
02		
03		
04		
05		
06		
07		
08		
09		

Special Diets

We would like to know if any special conditions influence the foods you and your family buy.

93. We would like to know if you or someone else in your household follows a special diet due to illness or allergy, for example, gluten allergy, diabetes or high cholesterol (to an extent that substantially influences daily purchases of food).

(Please tick more boxes if necessary and write when each single element started to influence your shopping)

	At least one person in the household suffers from <small>(614-619)</small>	When did it begin to influence your shopping? (month – year):
High cholesterol	1	____ - ____ <small>(620-623)</small>
Diabetes	2	____ - ____ <small>(624-627)</small>
Allergy	3	____ - ____ <small>(628-631)</small>
High blood pressure	4	____ - ____ <small>(632-635)</small>
Other condition	5	____ - ____ <small>(636-639)</small>
No one in the household suffers from illness or allergy that influences the household's food purchases.....	6	

Food, Not Registered in the Shopping Diary

Not all foods have to be registered in the shopping diary. For instance, food you grow yourself, food eaten in a canteen at work or in school or in a restaurant is not included. We need to know how large a part of the family's food is not covered by information in the shopping diary.

94. Think about an average week during the year. How many days of the week do the members of your household eat a *lunch* that is not registered in the shopping diary? (Please use whole numbers. Write 0 if it is less than once a week)

	Number of days per week	Don't know	Not in the household
Myself.....	____ <small>(640)</small>	1 <small>(647)</small>	
My spouse/partner	____ <small>(641)</small>	1 <small>(648)</small>	1 <small>(654)</small>
Oldest child.....	____ <small>(642)</small>	1 <small>(649)</small>	1 <small>(655)</small>
Second oldest child.....	____ <small>(643)</small>	1 <small>(650)</small>	1 <small>(656)</small>
Third oldest child.....	____ <small>(644)</small>	1 <small>(651)</small>	1 <small>(657)</small>
Fourth oldest child.....	____ <small>(645)</small>	1 <small>(652)</small>	1 <small>(658)</small>
Fifth oldest child.....	____ <small>(646)</small>	1 <small>(653)</small>	1 <small>(659)</small>

95. How big a part of the family's total consumption of the following products is not purchased in shops and such places, but is grown by yourself, produced by family members, or is given to your household as gifts? (Please tick one box on each line)

	Nothing	Less than 10%	10-25%	26-50%	51-75%	More than 75%	Don't know	Do not use the product
Vegetables...	1	2	3	4	5	6	7	8 <small>(660)</small>
Fruit	1	2	3	4	5	6	7	8 <small>(661)</small>
Eggs	1	2	3	4	5	6	7	8 <small>(662)</small>
Meat.....	1	2	3	4	5	6	7	8 <small>(663)</small>
Fish	1	2	3	4	5	6	7	8 <small>(664)</small>

Thank you for your help and cooperation!

Documentation of CONCEPT questionnaires

Appendix B: Questionnaire 2008, original Danish version

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May 2009

(11-16)

Spørgeskema

Dagligvarer, motion og samfundsforhold

Dette skema er udformet af AKF, Anvendt KommunalForskning. AKF er et uafhængigt institut, der arbejder med samfundsmæssige problemstillinger.

Resultaterne fra undersøgelsen skal bruges i et forskningsprojekt, hvor vi ønsker mere viden om forbrugernes meninger om blandt andet madvarer. Det er vigtigt, at det er husstandens sædvanlige dagbogsfører, der besvarer skemaet.

I det følgende vil vi spørge dig om dine indkøbsvaner og dine holdninger til blandt andet madvarer i al almindelighed. Du bedes svare i overensstemmelse med din umiddelbare forestilling, dvs. simpelthen som du oplever det i din dagligdag.

Det er vigtigt, at du ikke føler, at nogle svar er mere korrekte end andre. Vi er interesserede i din ærlige mening. Selv om dine svar kan forekomme selvfølgelige, og måske banale, for dig selv, er de meget interessante for os. Hver eneste besvarelse giver os ny værdifuld viden.

Kontaktperson

Laura Mørch Andersen

Baggrund

1. Om dig selv:

Jeg er 1 Kvinde 2 Mand (17)

2. Om din husstand (Sæt gerne flere krydser):

Bor du sammen med en samlever/ægtefælle børn jeg bor alene
 1 (18) 1 (19) 1 (20)

3. I nogle familier bor børnene skiftevis hos far og mor. Vi vil derfor gerne vide, hvor stor en del af tiden de enkelte børn bor i *din* husstand. Skriv antal. (Gå til spørgsmål 4 hvis der ikke er nogen hjemmeboende børn)

	Hele tiden	Over halvdelen af tiden	Halvdelen af tiden	Under halvdelen af tiden
Antal børn, der bor i min husstand	___ 1 (21)	___ 1 (22)	___ 1 (23)	___ 1 (24)

Indkøb

De næste spørgsmål omhandler dine og din families indkøbsvaner. Tænk på, hvordan I opfører jer i forhold til størstedelen af de madvarer, I køber.

4. Hvor ofte plejer du/I at købe dagligvarer?

Stort ugentligt indkøb, der suppleres efter behov	2-3 gange om ugen	4-5 gange om ugen	Køber ind så godt som hver dag
1	2	3	4

(25)

5. Hvilken betydning tillægger du følgende ting, når du køber madvarer? (Sæt et kryds i hver række)

	Stor negativ betydning	1	2	3	4	5	6	7	Stor positiv betydning
At varen er frisk		1	2	3	4	5	6	7	(26)
At varen er hurtig at tilberede		1	2	3	4	5	6	7	(27)
At prisen er lav		1	2	3	4	5	6	7	(28)
At varen er sund		1	2	3	4	5	6	7	(29)
At varen er økologisk		1	2	3	4	5	6	7	(30)
At varen ikke indeholder kunstige tilsætningsstoffer		1	2	3	4	5	6	7	(31)
At varen er fremstillet i Danmark....		1	2	3	4	5	6	7	(32)
At varen er et 'light'-produkt		1	2	3	4	5	6	7	(33)
At varen har et lavt fedtindhold		1	2	3	4	5	6	7	(34)

6. Synes du, at du har fået bedre råd til at købe fødevarer i løbet af det seneste år?

Tværtimod	Hverken eller	I høj grad
1	2	3

(35)

Information om kost

7. Fødevarestyrelsen vil gerne udbrede nogle generelle anbefalinger om sund kost og har derfor formuleret nogle kostråd. De følgende spørgsmål handler om disse råd: (Sæt et kryds i hver række)

Hvor mange stykker frugt og grønt bør en voksen (mindst) spise om dagen?.....	1 stykke ₁	2 stykker ₂	4 stykker ₃	6 stykker ₄	ved ikke ₅	
Tæller kartofler med som frugt og grønt?	Ja ₁	Nej ₂	ved ikke ₃			
Hvor mange gram fisk eller fiskepålæg bør en voksen (mindst) spise om ugen?.....	50-100 g ₁	100-200 g ₂	200-300 g ₃	300-400 g ₄	ved ikke ₅	

(36)
(37)
(38)

8. Interesserer du dig for information om sund kost?

Nej, slet ikke	Ja, lidt	Ja, noget	Ja, meget
1	2	3	4

(39)

9. Får du information om sund kost fra følgende kilder? (Sæt et kryds i hver række)

	Nej, slet ikke	Ja, lidt	Ja, noget	Ja, meget	
TV.....	1	2	3	4	(40)
Radio.....	1	2	3	4	(41)
Aviser (også på internettet)	1	2	3	4	(42)
Internet (ikke aviser)	1	2	3	4	(43)
Taler med andre.....	1	2	3	4	(44)

10. Hvordan undersøger du en vare, du ikke er vant til at købe? (Sæt et kryds i hver række)

	Næsten aldrig			Næsten altid		
Hvor ofte læser du varedeklarationen første gang, du køber en ny vare?...	1	2	3	4	5	(45)
Når du læser varedeklarationen, har du så svært ved at forstå, hvad der står på den?.....	1	2	3	4	5	(46)

Ernæring

11. Fødevarer er sammensat af mange enkeltdele. Hvilken betydning har disse enkeltdele, når du vælger, hvad du/I skal spise? (Sæt et kryds i hver række)

	Det vil jeg meget gerne undgå		Det har ingen betydning			Det vil jeg meget gerne have		
Vegetabilsk fedt	1	2	3	4	5	6	7	(47)
Animalsk fedt	1	2	3	4	5	6	7	(48)
Protein.....	1	2	3	4	5	6	7	(49)
Sukker	1	2	3	4	5	6	7	(50)
Andre kulhydrater...	1	2	3	4	5	6	7	(51)
Salt	1	2	3	4	5	6	7	(52)
Fibre.....	1	2	3	4	5	6	7	(53)
Vitaminer	1	2	3	4	5	6	7	(54)

12. Er der noget, du generelt burde gøre anderledes for at leve sundere? (Sæt et kryds i hver række)

	Jeg burde spise					Ved ikke	
	meget mindre	lidt mindre	som jeg gør nu	lidt mere	meget mere		
Vegetabilsk fedt	1	2	3	4	5	6	(55)
Animalsk fedt	1	2	3	4	5	6	(56)
Protein.....	1	2	3	4	5	6	(57)
Sukker.....	1	2	3	4	5	6	(58)
Andre kulhydrater.....	1	2	3	4	5	6	(59)
Salt	1	2	3	4	5	6	(60)
Fibre.....	1	2	3	4	5	6	(61)
Vitaminer	1	2	3	4	5	6	(62)
Fisk	1	2	3	4	5	6	(63)
Grøntsager.....	1	2	3	4	5	6	(64)
Frugt.....	1	2	3	4	5	6	(65)
Samlet mængde mad	1	2	3	4	5	6	(66)

13. Hvor enig er du i følgende udsagn? (Sæt et kryds i hver række)

	Tværtimod		Ingen forskel		Helt enig		
Sund mad smager generelt bedre end usund mad.....	1	2	3	4	5		(67)
Sund mad tager længere tid at lave end usund mad.....	1	2	3	4	5		(68)
Sund mad er sværere at lave end usund mad	1	2	3	4	5		(69)
Sund mad er generelt dyrere end usund mad.....	1	2	3	4	5		(70)

14. Gør du følgende ting, for smagens skyld eller for at holde dig sund? (Sæt et kryds i hver række)

	Mest for smagens skyld		Både for smagen og sundheden		Mest for sundhedens skyld	Hverken smag eller sundhed	Gør det ikke	
Spiser fisk	1	2	3	4	5	6	7	(71)
Spiser økologiske produkter	1	2	3	4	5	6	7	(72)
Spiser frugt og grønt	1	2	3	4	5	6	7	(73)
Undgår animalske produkter	1	2	3	4	5	6	7	(74)
Spiser fede animalske produkter	1	2	3	4	5	6	7	(75)
Spiser magre animalske produkter	1	2	3	4	5	6	7	(76)
Spiser ris, kartofler eller groft brød	1	2	3	4	5	6	7	(77)

I det følgende stilles en række spørgsmål om mad og sundhed. Sundhed skal i denne forbindelse forstås som ernæringsmæssig sundhed. Det vil sige, om man fx får vitaminer og mineraler nok, ikke spiser for fedt og får en varieret kost.

15. Hvor enig er du i følgende udsagn om din hverdagskost? (Sæt et kryds i hver række)

	Helt uenig	Delvist uenig	Hverken eller	Delvist enig	Helt enig	
Det er svært at spise sundt uden at gå på kompromis med smagen	1	2	3	4	5	(78)
Det er naturligt for mig at spise sundt	1	2	3	4	5	(79)
Jeg tænker sjældent over, om den mad, jeg spiser, er sund	1	2	3	4	5	(80)
Jeg synes, kunstige sødemidler er en god måde at undgå kalorier på	1	2	3	4	5	(81)
Jeg kan godt gå på kompromis med sundheden, bare maden smager godt	1	2	3	4	5	(82)
Jeg ville gerne spise sundere	1	2	3	4	5	(83)

16. Hvor enig er du i følgende udsagn? (Sæt et kryds i hver række)

	Helt uenig	Delvist uenig	Hverken eller	Delvist enig	Helt enig	
Jeg er i tvivl om, hvad jeg skal spise for at spise sundt	1	2	3	4	5	(84)
Jeg orker ikke at sætte mig ind i, hvordan jeg skal spise sundt	1	2	3	4	5	(85)
Eksperterne anbefaler hele tiden noget nyt, så jeg er holdt op med at høre efter	1	2	3	4	5	(86)
Det er vigtigt, at min mad er sund	1	2	3	4	5	(87)
Jeg spiser sundt	1	2	3	4	5	(88)

17. Hvor enig er du i følgende udsagn om dine hjemmeboende børns kost?

(Sæt et kryds i hver række. Gå til spørgsmål 18, hvis du ikke har børn)

	Tværtimod		Hverken eller		Helt enig	Ved ikke	
Det er vigtigt, at mine børns mad er sund	1	2	3	4	5	6	(89)
Mine børn spiser sundt	1	2	3	4	5	6	(90)
Når der serveres noget sundt, synes mine børn generelt, det smager godt	1	2	3	4	5	6	(91)
Vi spiser sundere, fordi der er børn i husstanden	1	2	3	4	5	6	(92)

Syn på mad

18. Hvor enig er du i følgende udsagn om mad, indkøb og madlavning? (Sæt et kryds i hver række)

	Helt uenig	Delvist uenig	Hverken eller	Delvist enig	Helt enig	Ved ikke	
Pris er vigtigere end kvalitet.....	1	2	3	4	5		(93)
For mig er mad en vigtig del af glæden ved livet	1	2	3	4	5		(94)
Kunstige sødemidler kan være sundhedsskadelige.....	1	2	3	4	5		(95)
Hvis konventionelle dyr har fået gensplejset foder, skal kødet mærkes med det	1	2	3	4	5		(96)
Det er vigtigt, at min mad er uden tilsætningsstoffer	1	2	3	4	5		(97)
Mad, der er produceret miljøvenligt, er bedre for min sundhed	1	2	3	4	5		(98)
Jeg anvender så vidt muligt årstidens frugt og grønt	1	2	3	4	5		(99)
Det er ikke specielt vigtigt for mig, at der er taget hensyn til miljøet, i de madvarer jeg køber	1	2	3	4	5		(100)
Det er ikke specielt vigtigt for mig, at der er taget hensyn til dyrevelfærd, i de madvarer jeg køber.....	1	2	3	4	5		(101)
Jeg kan godt lide tanken om fair trade (fx Max Havelaar-produkterne)	1	2	3	4	5		(102)
Jeg kan godt finde på at købe et produkt, fordi der er en historie bag det (som fx Læsø Salt eller æbler fra Lilleø)	1	2	3	4	5		(103)
Jeg går ikke særlig meget op i mad og madlavning ...	1	2	3	4	5		(104)
Det vigtigste ved et måltid er at blive mæt	1	2	3	4	5		(105)
Det er vigtigt at involvere sine børn i madlavningen ..	1	2	3	4	5		(106)

19. Hvor enig er du i følgende udsagn om madlavning? (Sæt et kryds i hver række)

	Slet ikke	I ringe grad	I nogen grad	I høj grad	
Madlavningen i dagligdagen skal overstås så hurtigt som muligt.....	1	2	3	4	(107)
Jeg kan godt lide at bruge lang tid på madlavning i weekenden	1	2	3	4	(108)
Jeg kan godt lide at lave nye retter	1	2	3	4	(109)
Jeg tilbereder så vidt muligt råvarerne selv og undgår færdigretter	1	2	3	4	(110)
Jeg prøver mig gerne frem til nye retter uden en opskrift.....	1	2	3	4	(111)
Jeg kan godt lide at eksperimentere med opskrifter fra andre lande	1	2	3	4	(112)

20. Der er forskel på, hvilken *type mad* folk spiser. Nogle laver mest traditionel dansk mad som frikadeller og koteletter i fad, andre laver mest moderne mad som wok-mad og sushi. Hvor på denne skala vil du placere den *type mad*, der laves mest af i din husstand?

Traditionel	Hverken eller					Moderne
1	2	3	4	5	6	7 (113)

Fødevarerproduktion

21. Når du vælger mellem forskellige madvarer, hvor foretrækker du så generelt, at dine madvarer kommer fra? (Sæt et kryds i hver række)

En stor producent	1	2	3	4	5	En lille producent	(114)
En udenlandsk producent	1	2	3	4	5	En dansk producent	(115)
Et kendt varemærke	1	2	3	4	5	Et lille nicheprodukt	(116)

22. Hvor ofte bekymrer du dig om følgende problemer? (Sæt et kryds i hver række)

	Aldrig	Sjældent	Engang imellem	Oft	Virkelig ofte	Ved ikke	
At madvarer kan være gensplejsede.....	1	2	3	4	5	6	(117)
At der kan være salmonella, campylobacter eller andre sygdomsfremkaldende bakterier i madvarer..	1	2	3	4	5	6	(118)
At der kan være sprøjtemiddel- eller medicinrester i madvarer	1	2	3	4	5	6	(119)
Hvor meget energi, der er brugt på at producere og transportere madvarer	1	2	3	4	5	6	(120)

23. Hvor enig er du i følgende udsagn? (Sæt et kryds i hver række)

	Tværtimod	Hverken eller	Helt enig	Ved ikke			
Jeg tror den industrielle forarbejdning og forædling af fødevarer øger sundhedsværdien	1	2	3	4	5	6	(121)
Det er vigtigt for mig at støtte de danske landmænd	1	2	3	4	5	6	(122)
Jeg synes, kontrollen af fødevarer sikkerheden er tilstrækkelig	1	2	3	4	5	6	(123)

24. Hvor enig er du i følgende udsagn? (Sæt et kryds i hver række)

	Tværtimod	Ingen forskel	Helt enig	Ved ikke			
Jeg tror, de fleste store fødevarerproducenter er mere interesserede i at tjene penge, end de små er ...	1	2	3	4	5	6	(124)
Jeg tror, de fleste store fødevarerproducenter er mindre interesserede i den ernæringsmæssige kvalitet af deres produkter, end de små er	1	2	3	4	5	6	(125)
Jeg tror, der er flere pesticider og medicinrester i danske madvarer end i udenlandske	1	2	3	4	5	6	(126)
Jeg tror, dyrevelfærden er dårligere i udenlandske end i danske landbrug	1	2	3	4	5	6	(127)
Jeg tror, danske landmænd snyder mere end udenlandske	1	2	3	4	5	6	(128)

Økologi**25. Kender eller genkender du det danske Ø-mærke, som er vist nedenfor?**

1 Ja, jeg kender det 2 Ja, jeg har set det før 3 Nej (129)

(mærket ses normalt i rødt)

26. Er du inden for de seneste 2 år begyndt at købe flere økologiske varer end tidligere?

1 Ja 2 Nej (Hvis 'nej', gå til spørgsmål 28) (130)

27. Vi vil gerne vide, hvorfor du/I køber flere økologiske varer end tidligere. Er du enig i følgende udsagn om forandringer i tilgængelighed, økonomi og kvaliteten af økologiske varer? (Sæt et kryds i hver række)

	Nej	Ja	
Der er kommet flere økologiske varer i butikkerne, så jeg har nemmere ved at anskaffe dem	0	1	(131)
Jeg/vi har fået flere penge til rådighed til madforbrug	0	1	(132)
Økologiske varer er blevet billigere, sammenlignet med konventionelle varer	0	1	(133)
Økologiske varer er blevet af bedre kvalitet.....	0	1	(134)
Det er blevet vigtigere for mig at købe økologi	0	1	(135)
Jeg køber mere økologi af andre årsager end de ovenstående	0	1	(136)

28. Tror du, Ø-mærkede varer skal opfylde følgende betingelser? (Sæt et kryds i hver række)

	Nej	Ja	Ved ikke	
Ø-mærkede varer skal være produceret i Danmark	0	1	2	(137)
Ø-mærkede varer skal opfylde visse krav til smag og spisekvalitet.....	0	1	2	(138)
Ø-mærkede varer skal produceres med mindre brug af energi	0	1	2	(139)
De økologiske dyr må udelukkende få økologisk foder	0	1	2	(140)
Der skal tages hensyn til dyrevelfærd i produktionen.....	0	1	2	(141)
Alle ingredienser skal være økologiske i Ø-mærkede varer	0	1	2	(142)
Der må ikke bruges gensplejset foder.....	0	1	2	(143)
Varen skal opfylde visse krav til lav miljøbelastning fra transport af varen.....	0	1	2	(144)

29. Angiv, om du synes, der er forskel på kvaliteten af følgende typer varer, alt efter om de er økologiske eller konventionelle: (Sæt et kryds i hver række)

	Konventionelle varer har den bedste kvalitet					Ingen forskel	Økologiske varer har den bedste kvalitet	Har ikke prøvet den økologiske version	
Frugt	1	2	3	4	5	6	7	8	(145)
Grøntsager.....	1	2	3	4	5	6	7	8	(146)
Kød	1	2	3	4	5	6	7	8	(147)
Mælk	1	2	3	4	5	6	7	8	(148)
Mel, gryn og lign. ...	1	2	3	4	5	6	7	8	(149)
Brød	1	2	3	4	5	6	7	8	(150)

30. Angiv, om du synes, der er forskel på smagen af følgende typer varer, alt efter om de er økologiske eller konventionelle: (Sæt et kryds i hver række)

	Konventionelle smager bedst					Ingen forskel	Økologisk smager bedst	Har ikke smagt den økologiske version	
Frugt	1	2	3	4	5	6	7	8	(151)
Grøntsager.....	1	2	3	4	5	6	7	8	(152)
Kød	1	2	3	4	5	6	7	8	(153)
Mælk	1	2	3	4	5	6	7	8	(154)
Mel, gryn og lign. ...	1	2	3	4	5	6	7	8	(155)
Brød	1	2	3	4	5	6	7	8	(156)

31. Hvor enig er du i følgende synspunkter om økologi? (Sæt et kryds i hver række)

	Helt uenig	Delvist uenig	Hverken eller	Delvist enig	Helt enig	Ved ikke	
Jeg er ligeglad med økologi.....	1	2	3	4	5	6	(157)
Jeg ved ikke specielt meget om økologi	1	2	3	4	5	6	(158)
Jeg betaler gerne ekstra for at få en økologisk vare frem for en tilsvarende konventionel vare.....	1	2	3	4	5	6	(159)
Jeg ville være villig til at betale mere i skat for at finansiere ekstra tilskud til økologisk landbrug.....	1	2	3	4	5	6	(160)
Jeg går kun op i kvalitet, det er lige meget om varen er økologisk	1	2	3	4	5	6	(161)

32. Hvor enig er du i følgende synspunkter om økologi kontra konventionel produktion?*(Sæt et kryds i hver række)*

	Tvært- imod		Ingen forskel		Helt enig	Ved ikke	
Jeg tror, økologiske landmænd tænker mere på klodens tilstand end konventionelle landmænd.....	1	2	3	4	5	6	(162)
Jeg tror, økologiske landmænd er mindre engagerede i deres produktion end konventionelle landmænd.....	1	2	3	4	5	6	(163)
Jeg tror, den økologiske produktionsmåde er bedre for miljøet end den konventionelle produktionsmåde	1	2	3	4	5	6	(164)
Jeg tror, den økologiske produktion i højere grad end konventionel produktion sker på naturens præmisser	1	2	3	4	5	6	(165)
Jeg tror, økologi kan være med til at øge drivhuseffekten....	1	2	3	4	5	6	(166)
Jeg tror, den økologiske produktionsmåde er bedre for dyrenes velfærd end den konventionelle produktionsmåde ..	1	2	3	4	5	6	(167)
Jeg kan godt lide tankegangen bag økologi.....	1	2	3	4	5	6	(168)
Økologiske køer er mere ude end konventionelt opdrættede køer	1	2	3	4	5	6	(169)
Velfærden for frilands høns er bedre end velfærden for de økologiske høns	1	2	3	4	5	6	(170)

33. Hvor enig er du i følgende synspunkter angående økologiske kontra konventionelle produkter?*(Sæt et kryds i hver række)*

	Tvært- imod		Ingen forskel		Helt enig	Ved ikke	
Jeg tror, økologiske varer er sundere for mig og min familie end konventionelle varer	1	2	3	4	5	6	(171)
Jeg tror, økologiske varer har et højere indhold af vitaminer og mineraler end konventionelle varer	1	2	3	4	5	6	(172)
Jeg tror, økologiske varer har et højere indhold af sygdomsfremkaldende stoffer (fx bakterier og svampesporer) end konventionelle varer	1	2	3	4	5	6	(173)
Jeg tror, der er færre pesticid- og medicinrester i økologiske varer	1	2	3	4	5	6	(174)
Jeg tror, der er færre tilsætningsstoffer i økologiske varer ...	1	2	3	4	5	6	(175)
Økologiske varer smager dårligere.....	1	2	3	4	5	6	(176)
Økologiske varer er generelt af dårligere kvalitet	1	2	3	4	5	6	(177)
Økologiske varer ser generelt mere indbydende ud	1	2	3	4	5	6	(178)
Økologisk frugt ser mere indbydende ud.....	1	2	3	4	5	6	(179)
Konventionelle grøntsager ser mere indbydende ud.....	1	2	3	4	5	6	(180)

34. Hvis du har planlagt at købe en økologisk vare, og den er udsolgt, hvad gør du så?*(Sæt et kryds i hver række. Gå til spørgsmål 35 hvis du aldrig køber økologiske varer)*

	Næsten aldrig		En gang imellem		Næsten altid	
Køber den konventionelle variant i stedet.....	1	2	3	4	5	(181)
Vælger et andet økologisk produkt som erstatning	1	2	3	4	5	(182)
Går i en anden butik for at prøve at finde den økologiske vare	1	2	3	4	5	(183)
Beslutter mig for at prøve igen en anden dag.....	1	2	3	4	5	(184)

35. Hvor enig er du i følgende udsagn om den økologiske produktionsmåde? (Sæt et kryds i hver række)

	Tvært- imod		Hverken eller		Helt enig	Ved ikke	
Ø-mærkets regler er ikke skrappe nok	1	2	3	4	5	6	(185)
Økologi er en forretningsfidus	1	2	3	4	5	6	(186)
Økologi er ineffektiv, der bliver produceret for få varer	1	2	3	4	5	6	(187)

36. Hvor enig er du i følgende synspunkter angående køb af økologiske varer? (Sæt et kryds i hver række)

	Helt uenig	Delvist uenig	Hverken eller	Delvist enig	Helt enig	Ved ikke	
Det er vigtigt for mig at gå foran med et godt eksempel og købe økologisk	1	2	3	4	5	6	(188)
Jeg køber økologiske fødevarer, når jeg vil forkæle mig selv og min familie	1	2	3	4	5	6	(189)
Jeg køber økologisk af princip	1	2	3	4	5	6	(190)
Økologiske madvarer er bare en modedille	1	2	3	4	5	6	(191)
Der snydes for meget med økologi til, at jeg vil købe økologisk	1	2	3	4	5	6	(192)
Prisen er som regel for høj på økologiske varer til, at jeg vil købe økologisk	1	2	3	4	5	6	(193)
Jeg oplever ofte, at de økologiske varer, jeg vil købe, er udsolgt	1	2	3	4	5	6	(194)

37. Hvor enig er du i følgende synspunkter angående køb af økologiske varer? (Sæt et kryds i hver række)

	Tvært- imod		Ligeglad		Helt enig	
Jeg får god samvittighed ved at købe økologiske madvarer	1	2	3	4	5	(195)
Hvis jeg ikke kan få dansk, økologisk frugt og grønt, vil jeg hellere købe <i>almindelig dansk</i> end <i>økologisk udenlandsk</i>	1	2	3	4	5	(196)

38. I hvor høj grad er du enig i følgende udsagn om køb af økologiske produkter?*(Sæt et kryds i hver række. Gå til spørgsmål 40, hvis du aldrig køber økologiske varer)*

	I meget ringe grad	I ringe grad	Delvist	I høj grad	I meget høj grad	
Jeg går gerne i flere forskellige butikker for at købe økologi	1	2	3	4	5	(197)
Jeg vælger, hvilken butik jeg handler i for at kunne købe økologi inden for mange forskellige produktkategorier	1	2	3	4	5	(198)
For at få råd til økologi ændrer jeg min kostsammensætning	1	2	3	4	5	(199)
Jeg handler i discountbutikker netop for at få råd til økologi	1	2	3	4	5	(200)
Når jeg vælger økologi er det ekstra vigtigt for mig at varen er et ernæringsmæssigt sundt produkt	1	2	3	4	5	(201)

39. Hvor vigtige er følgende grunde for, at du køber økologiske fødevarer i stedet for konventionelle?*(Sæt et kryds i hver række. Gå til spørgsmål 40, hvis du aldrig køber økologiske varer)*

	Slet ikke vigtigt	Lidt vigtigt	Vigtigt	Meget vigtigt	
At undgå pesticid og medicinrester	1	2	3	4	(202)
Bedre smag	1	2	3	4	(203)
Sundhedsfremmende indholdsstoffer som fx vitaminer og mineraler	1	2	3	4	(204)
At bidrage til et bedre miljø	1	2	3	4	(205)
Dyrevelfærd (for animalske produkter)	1	2	3	4	(206)
Bedre kvalitet	1	2	3	4	(207)
Mine hjemmeboende børns sundhed	1	2	3	4	(208)
Min egen sundhed	1	2	3	4	(209)
At støtte tankegangen bag økologi	1	2	3	4	(210)
At modvirke drivhuseffekten	1	2	3	4	(211)

40. Hvor enig er du i følgende udsagn om økologi? (Sæt et kryds i hver række)

	Helt uenig	Delvist uenig	Hverken eller	Delvist enig	Helt enig	
Varer med Ø-mærket har en bedre kvalitet end andre varer	1	2	3	4	4	(212)
Den offentlige kontrol med Ø-mærket sikrer, at reglerne bliver overholdt	1	2	3	4	4	(213)
De økologiske landmænd overholder reglerne for den økologiske produktion	1	2	3	4	4	(214)
De økologiske landmænd støtter generelt tankegangen bag økologi	1	2	3	4	4	(215)
Fødevareindustrien støtter generelt tankegangen bag økologi	1	2	3	4	4	(216)
Butikskæderne støtter generelt tankegangen bag økologi	1	2	3	4	4	(217)
Politikerne støtter generelt tankegangen bag økologi	1	2	3	4	4	(218)
Forbrugerne støtter generelt tankegangen bag økologi	1	2	3	4	4	(219)

41. Kender eller genkender du det europæiske Ø-mærke, som er vist nedenfor?



1 Ja, jeg kender det 2 Ja, jeg har set det før 3 Nej (220)

(mærket ses normalt i blå og grønt)

42. Har du hørt at det europæiske Ø mærke skal have nyt logo?

1 Nej 2 Ja (221)

Besvar venligst spørgsmål 38 og 39, også selv om du ikke genkender det danske eller europæiske Ø-mærke.

43. Hvordan opfatter du det danske og det europæiske Ø-mærke? (Sæt et kryds i hver række)

	Det danske Ø-mærke		Ingen forskel		Det europæiske Ø-mærke		Ved ikke		
Jeg tror, reglerne er skrapere for	1	2	3	4	5	6	7	8	(222)
Jeg har mere tillid til	1	2	3	4	5	6	7	8	(223)

44. Forestil dig, at det europæiske Ø-mærke var lige så udbredt, som det danske Ø-mærke er i dag. Hvor vigtigt ville det så være for dig, om de produkter, du købte, var mærket med: (Sæt et kryds i hver række)

	Meget vigtigt at undgå		Lige-gyldigt		Meget vigtigt		Ved ikke		
Det europæiske Ø-mærke	1	2	3	4	5	6	7	8	(224)
Det danske Ø-mærke	1	2	3	4	5	6	7	8	(225)

Miljømærker

45. Kender eller genkender du Blomstmærket og Svanemærket, som er vist nedenfor?

(Sæt et kryds i hver kolonne)



(Mærket ses normalt i blå og grønt)



(Mærket ses normalt i grønt)

Ja, jeg kender Blomstmærket	1	(226)	Ja, jeg kender Svanemærket	1	(227)
Ja, jeg har set Blomstmærket før	2		Ja, jeg har set Svanemærket før	2	
Nej, jeg har aldrig set Blomstmærket før	3		Nej, jeg har aldrig set Svanemærket før	3	

46. Hvordan opfatter du varer mærket med Blomsten eller Svanen i forhold til varer, der ikke er mærkede?

Svar også selv om du ikke er sikker på, om det er rigtigt. Vi er interesserede i din opfattelse af varen, ikke om du kender reglerne for mærket. (Sæt et kryds i hver række)

Jeg tror...	Tvært- imod		Ingen forskel		Helt enig	Ingen holdning	
...der er taget mere hensyn til arbejdsmiljøet i produktionen.....	1	2	3	4	5	6	(228)
...varen er mindre miljøbelastende.....	1	2	3	4	5	6	(229)
...varen er af bedre kvalitet	1	2	3	4	5	6	(230)
...varen er sundere for mig og min familie.....	1	2	3	4	5	6	(231)
...der er færre hormonforstyrrende stoffer i varen.....	1	2	3	4	5	6	(232)
...der er færre parfume- og allergifremkaldende stoffer i varen	1	2	3	4	5	6	(233)
...varen er dyrere.....	1	2	3	4	5	6	(234)

47. Hvor vigtigt er det for dig, om de produkter, du køber, er mærket med: (Sæt et kryds i hver række)

	Meget vigtigt at undgå		Lige- gyldigt		Meget vigtigt	Ved ikke			
Blomstmærket.....	1	2	3	4	5	6	7	8	(235)
Svanemærket.....	1	2	3	4	5	6	7	8	(236)

Klima & Miljø**48. Hvor enig er du i følgende udsagn om drivhuseffekten (klimaændringer)? (Sæt et kryds i hver række)**

	Helt uenig	Delvist uenig	Hverken eller	Delvist enig	Helt enig	Ved ikke	
Truslen fra drivhuseffekten bliver generelt overdrevet	1	2	3	4	5	6	(237)
Jeg diskuterer ofte drivhuseffekten med venner og bekendte	1	2	3	4	5	6	(238)
Industri og landbrug har hovedansvaret for drivhuseffekten	1	2	3	4	5	6	(239)
Den teknologiske udvikling skal nok finde en løsning på drivhuseffekten.....	1	2	3	4	5	6	(240)
Hvis flertallet alligevel ikke gør noget for at mindske drivhuseffekten, nytter det ikke, at jeg gør noget	1	2	3	4	5	6	(241)
Det er vigtigt, vi alle gør vores del for at mindske drivhuseffekten	1	2	3	4	5	6	(242)
Jeg tænker over, hvor meget energi der er brugt på at producere og transportere de varer, jeg køber	1	2	3	4	5	6	(243)
Jeg tror, at staten vil forhindre at klimaændringerne får negative konsekvenser for borgere i Danmark.....	1	2	3	4	5	6	(244)

49. Hvis den enkelte forbruger ønsker at modarbejde drivhuseffekten, hvor vigtigt tror du så det er at gøre følgende: (Sæt et kryds i hver række)

	Slet ikke vigtigt	Lidt vigtig	Noget vigtigt	Vigtigt	Meget vigtigt	
Spare på husholdningens elforbrug (ikke varme)	1	2	3	4	5	(245)
Spare på husholdningens energiforbrug til varme	1	2	3	4	5	(246)
Bruge mindre benzin eller diesel.....	1	2	3	4	5	(247)
Spise mindre kød.....	1	2	3	4	5	(248)
Spise færre produkter fra opvarmede drivhuse.....	1	2	3	4	5	(249)
Spise mere økologi	1	2	3	4	5	(250)
Smide mindre mad ud	1	2	3	4	5	(251)
Købe færre importerede varer	1	2	3	4	5	(252)

50. Gør du selv noget for at modarbejde drivhuseffekten? (Sæt et kryds i hver række)

	Slet ikke	I ringe grad	I nogen grad	I høj grad	I meget høj grad	
Sparer på husholdningens elforbrug (ikke varme).....	1	2	3	4	5	(253)
Sparer på husholdningens energiforbrug til varme.....	1	2	3	4	5	(254)
Bruger mindre benzin eller diesel.....	1	2	3	4	5	(255)
Spiser mindre kød	1	2	3	4	5	(256)
Spiser færre produkter fra opvarmede drivhuse.....	1	2	3	4	5	(257)
Spiser mere økologi	1	2	3	4	5	(258)
Smider mindre mad ud	1	2	3	4	5	(259)
Køber færre importerede varer.....	1	2	3	4	5	(260)

51. Hvor enig er du i følgende udsagn om miljø og forurening i øvrigt? (Sæt et kryds i hver række)

	Helt uenig	Delvist uenig	Hverken eller	Delvist enig	Helt enig	Ved ikke	
Jeg mener, at myndighederne gør nok for at kontrollere forureningen	1	2	3	4	5	6	(261)
Jeg bliver bekymret, når jeg tænker på den skade, der sker på plante- og dyrelivet på grund af forurening.....	1	2	3	4	5	6	(262)
Velfærdssamfundet må nødvendigvis belaste naturen.....	1	2	3	4	5	6	(263)
Industri og landbrug har hovedansvaret for miljøproblemerne	1	2	3	4	5	6	(264)
Den teknologiske udvikling skal nok finde en løsning på miljøproblemerne	1	2	3	4	5	6	(265)
Truslen fra miljøforurening bliver generelt overdrevet	1	2	3	4	5	6	(266)
Hvis flertallet alligevel ikke gør noget for at beskytte miljøet, nytter det ikke, at jeg gør noget.....	1	2	3	4	5	6	(267)
Det er vigtigt, vi alle gør vores del for at forbedre miljøet	1	2	3	4	5	6	(268)

52. Tænk du over, hvordan varen påvirker miljøet, når du køber følgende? (Sæt et kryds i hver række)

	Aldrig				Altid	Køber ikke	
Køkkenruller & toiletpapir.....	1	2	3	4	5	6	(269)
Vaskepulver til tøjvask	1	2	3	4	5	6	(270)
Rengøringsmidler	1	2	3	4	5	6	(271)
Tøj	1	2	3	4	5	6	(272)

Dyrevelfærd**53. Tænk du på dyrenes velfærd, når du køber følgende produkter? (Sæt et kryds i hver række)**

	Slet ikke	I ringe grad	I nogen grad	I høj grad	I meget høj grad	Køber ikke	
Æg	1	2	3	4	5	6	(273)
Høne/kylling.....	1	2	3	4	5	6	(274)
Mælk	1	2	3	4	5	6	(275)
Okse/kalvekød	1	2	3	4	5	6	(276)
Svinekød.....	1	2	3	4	5	6	(277)
Ost	1	2	3	4	5	6	(278)
Kødpålæg	1	2	3	4	5	6	(279)

Samfundsforhold

54. I hvor høj grad, synes du, forskellige grupper har ansvar for følgende forhold?

Udfyld hver ____ med 0, 1, 2 eller 3

Skriv: 0 for 'slet ikke',
1 for 'i nogen grad',
2 for 'i høj grad' eller
3 for 'i meget høj grad'

	Den enkelte forbruger	Landmænd	Fødevarer-industrien	Butikkerne	Det offentlige
Om folk spiser ernæringsmæssigt sundt.....	____ (280)	____ (287)	____ (294)	____ (301)	____ (308)
Om landbrugsdyr har det godt nok.....	____ (281)	____ (288)	____ (295)	____ (302)	____ (309)
Om der er pesticider i drikkevandet.....	____ (282)	____ (289)	____ (296)	____ (303)	____ (310)
Drivhuseffekten/klimaændringer.....	____ (283)	____ (290)	____ (297)	____ (304)	____ (311)
Om fødevarerens sikkerhed er i orden.....	____ (284)	____ (291)	____ (298)	____ (305)	____ (312)
Om landmænd får en fair pris for deres produkter.....	____ (285)	____ (292)	____ (299)	____ (306)	____ (313)
Om der overleveres en bæredygtig verden til kommende generationer.....	____ (286)	____ (293)	____ (300)	____ (307)	____ (314)

Vi forlader nu fødevarer og miljø og går over til mere generelle spørgsmål om din opfattelse af forskellige samfundsforhold:

55. Hvor enig er du i følgende udsagn? (Sæt et kryds i hver række)

	Helt uenig	Delvist uenig	Hverken eller	Delvist enig	Helt enig	
Den enkelte forbruger bør have <i>politiske</i> overvejelser med, når hun/han køber ind (fx overveje, om der er nogen lande, man ikke ønsker at handle med pga. den politik, der føres i landet).....	1	2	3	4	5	(315)
Den enkelte forbruger bør have <i>etiske</i> overvejelser med, når hun/han køber ind (fx børnearbejde, dyreforsøg eller andet).....	1	2	3	4	5	(316)
Man må stole på, at politikerne eller industrien tager deres ansvar alvorligt, så politik og etik ikke er noget, forbrugerne skal bekymre sig om, når de køber ind.....	1	2	3	4	5	(317)
Forbrugerne har et politisk eller etisk ansvar, når der købes ind.....	1	2	3	4	5	(318)
Det er vigtigt at overveje, hvilke konsekvenser ens indkøb har for omverdenen.....	1	2	3	4	5	(319)
Politiske og etiske problemer skal ikke løses med pengepungen.....	1	2	3	4	5	(320)

56. Hvor enig er du i følgende udsagn om dine *egne* indkøb? (Sæt et kryds i hver række)

	Helt uenig	Delvist uenig	Hverken eller	Delvist enig	Helt enig	
<i>Det er vigtigt for mig at...</i>						
...boycotte bestemte produkter af politiske eller etiske grunde.....	1	2	3	4	5	(321)
...boycotte bestemte produkter af miljømæssige grunde.....	1	2	3	4	5	(322)
...købe bestemte produkter af politiske eller etiske grunde.....	1	2	3	4	5	(323)
...købe bestemte produkter af miljømæssige grunde.....	1	2	3	4	5	(324)

Politik

57. Hvor optaget er du af politik, der påvirker...? (Sæt et kryds i hver række)

	Slet ikke	I ringe grad	I nogen grad	I høj grad	I meget høj grad	
de nære ting i din egen hverdag	1	2	3	4	5	(325)
de brede samfundsspørgsmål.....	1	2	3	4	5	(326)

58. I politik taler man ofte om at være venstreorienteret og højreorienteret. Hvor vil du placere dig selv på denne skala?

Venstre-orienteret	Midten		Højre-orienteret							
01	02	03	04	05	06	07	08	09	10	(327-328)

59. Hvordan har du det med de forskellige politiske partier? Svar også, selv om du ikke plejer at stemme. (Sæt et kryds i hver række)

	Meget uenig med partiet	1	2	3	4	5	Meget enig med partiet	6	Ved ikke nok om partiet	
Dansk Folkeparti	1	2	3	4	5	6	6	6	(329)	
Det Konservative Folkeparti.....	1	2	3	4	5	6	6	6	(330)	
Det Radikale Venstre	1	2	3	4	5	6	6	6	(331)	
Enhedslisten.....	1	2	3	4	5	6	6	6	(332)	
Kristendemokraterne	1	2	3	4	5	6	6	6	(333)	
Minoritetspartiet	1	2	3	4	5	6	6	6	(334)	
Ny Alliance	1	2	3	4	5	6	6	6	(335)	
Socialdemokraterne	1	2	3	4	5	6	6	6	(336)	
Socialistisk Folkeparti.....	1	2	3	4	5	6	6	6	(337)	
Venstre.....	1	2	3	4	5	6	6	6	(338)	

60. Hvad gør du, når du skal stemme til valg? (Sæt et kryds i hver række)

	Slet ikke	I ringe grad	I nogen grad	I høj grad	I meget høj grad	6	Ved ikke	
Følger du et bestemt parti.....	1	2	3	4	5	6	6	(339)
Stemmer du efter enkeltsager	1	2	3	4	5	6	6	(340)

61. Hvem stemte du på ved sidste folketingsvalg?

Stemte ikke	Husker ikke	1	2	3	4	5	6	7	8	9	10	11	12	
		Dansk Folkeparti	Det Konservative Folkeparti	Det Radikale Venstre	Enhedslisten	Kristendemokraterne	Minoritetspartiet	Ny Alliance	Socialdemokraterne	SF	Venstre			(341-342)
01	02	03	04	05	06	07	08	09	10	11	12			

Arbejde

62. Hvilken type arbejde eller studie har du og din samlever? (Sæt et kryds i hver række)

	Stillesiddende arbejde	1	2	3	4	5	Hårdt fysisk arbejde	6	Har intet arbejde	7	Ingen samlever	
Mit arbejde består mest af	1	2	3	4	5	6	7	8	9	10	11	(343)
Min samlevers arbejde består mest af	1	2	3	4	5	6	7	8	9	10	11	(344)

63. Nuværende eller seneste ansættelsesforhold: (Sæt et kryds i hver **kolonne**. Hvis du eller din samlever er pensionist, så sæt kryds ved tidligere beskæftigelse. Spring samlever over, hvis du ikke har nogen)

	Jeg ⁽³⁴⁵⁾	Min samlever ⁽³⁴⁶⁾
Er selvstændig	1	1
Er privat ansat	2	2
Er offentligt ansat.....	3	3
Er studerende	4	4
Har aldrig været i arbejde	5	5

Velbefindende

64. Når alt tages i betragtning, hvor tilfreds er du så nu med dit liv som helhed?

Særdeles utilfreds											Særdeles tilfreds
00	01	02	03	04	05	06	07	08	09	10	(347-348)

65. Hvordan vil du vurdere dit generelle fysiske helbred sammenlignet med andre på din alder?

Meget dårligt	Dårligt	Nogenlunde	Godt	Virkelig godt
1	2	3	4	5

(349)

66. Hvordan vil du vurdere din nuværende fysiske form sammenlignet med andre på din alder?

Meget dårlig	Dårlig	Nogenlunde	God	Virkelig god
1	2	3	4	5

(350)

67. Følgende spørgsmål handler om dit velbefindende generelt (Sæt et kryds i hver række)

	Slet ikke	I moderat grad	I høj grad	Har intet arbejde
Har du smerter eller ubehag	1	2	3	4
Er du ængstelig eller deprimeret	1	2	3	4
Føler du dig stresset i hverdagen....	1	2	3	4
Føler du generelt, du har indflydelse på, hvad du laver på dit arbejde	1	2	3	4
				5
				6

(351)
(352)
(353)
(354)

68. Hvornår har du sidst... (Sæt et kryds i hver række)

	Inden for det sidste år	1-3 år siden	Mere end 3 år siden	Aldrig	Ved ikke
Fået målt blodtrykket.....	1	2	3	4	5
Fået undersøgt eller kontrolleret dit syn.....	1	2	3	4	5
Fået målt dit kolesteroltal.....	1	2	3	4	5

(355)
(356)
(357)

69. Bruger du regelmæssigt medicin? (Dvs. receptmedicin eller håndkøbsmedicin (fx smertestillende). Hormonpræparater skal medregnes, men ikke p-piller. Heller ikke vitaminpiller, mineraler eller naturlægemidler skal medregnes)

1 Nej 2 Ja (358)

Vægt & Motion

70. Hvor enig er du i følgende udsagn om regulering af din vægt? (Sæt et kryds i hver række)

	Helt uenig	Delvist uenig	Hverken eller	Delvist enig	Helt enig	
Jeg bruger mine drikkevaner til at regulere min vægt	1	2	3	4	5	(359)
Jeg bruger mine snackvaner til at regulere min vægt.....	1	2	3	4	5	(360)
Jeg bruger mine portionsstørrelser til at regulere min vægt	1	2	3	4	5	(361)
Jeg bruger sammensætningen af mine måltider til at regulere min vægt.....	1	2	3	4	5	(362)
Jeg bruger antallet af måltider til at regulere min vægt.....	1	2	3	4	5	(363)
Jeg bruger mine motionsvaner til at regulere min vægt	1	2	3	4	5	(364)
Jeg regulerer ikke min vægt	1	2	3	4	5	(365)
Jeg tænker ikke over min vægt	1	2	3	4	5	(366)
Jeg er ligeglad med, hvor meget jeg vejer	1	2	3	4	5	(367)

De næste spørgsmål handler om dine motionsvaner. Med motion tænkes på aktiviteter, hvor du bliver forpustet og/eller får pulsen op fx ved dyrkelse af holdsport, brug af et fitnesscenter, løbeture, cykelture eller længere gåture.

71. Hvor enig er du i følgende udsagn om motion? (Sæt et kryds i hver række)

	Helt uenig	Delvist uenig	Hverken eller	Delvist enig	Helt enig	
Det er naturligt for mig at motionere	1	2	3	4	5	(368)
Det er vigtigt for mig at motionere	1	2	3	4	5	(369)
Motion interesserer mig ikke	1	2	3	4	5	(370)
Jeg går meget op i motion	1	2	3	4	5	(371)
Jeg kan godt lide, at motionere	1	2	3	4	5	(372)
Motion har betydning for min generelle sundhed	1	2	3	4	5	(373)
Motion er vigtigt for mit velbefindende	1	2	3	4	5	(374)
Motion er vigtigt for mit udseende	1	2	3	4	5	(375)
Jeg bryder mig ikke om at motionere.....	1	2	3	4	5	(376)
Jeg får ikke taget mig sammen til at motionere	1	2	3	4	5	(377)
Jeg ville gerne motionere mere	1	2	3	4	5	(378)
Det er ikke vigtigt at motionere	1	2	3	4	5	(379)
Motion er tidsspilde	1	2	3	4	5	(380)
Motion virker afstressende	1	2	3	4	5	(381)
Motion giver mere energi	1	2	3	4	5	(382)
Jeg har ikke tid til at motionere	1	2	3	4	5	(383)
Jeg kan ikke motionere på grund af sygdom	1	2	3	4	5	(384)

72. Hvorfor dyrker du motion? (Sæt et kryds i hver række. Gå til spørgsmål 73 hvis du aldrig dyrker motion)

	Helt uenig	Delvist uenig	Hverken eller	Delvist enig	Helt enig	
Jeg motionerer for at få tid for mig selv	1	2	3	4	5	(385)
Jeg motionerer for at tabe mig/holde min vægt	1	2	3	4	5	(386)
Jeg motionerer for at være sammen med andre mennesker	1	2	3	4	5	(387)
Jeg får god samvittighed af at motionere	1	2	3	4	5	(388)
Jeg motionerer for at afhjælpe sygdomsproblemer eller fysiske skavanker	1	2	3	4	5	(389)

Desuden vil vi bede dig tænke på en *gennemsnitsuge set over et helt år, altså ikke én bestemt vinter- eller sommeruge*, og redegøre for, hvor meget du motionerer.

Motion er opdelt i 3 niveauer henholdsvis **sport, aktiv motion og let motion**.

Sport er eksempelvis fodbold, badminton, løbeture eller andet, hvor der arbejdes med høj puls.

Aktiv motion er eksempelvis, når du går tur (med hunden) eller cykler til arbejde.

Let motion er eksempelvis at gå på trapper, rengøring og havearbejde.

73. Du bedes notere antal minutter (pr. ugedag) for hver af disse aktiviteter i en gennemsnitsuge:

	Søndag	Mandag	Tirsdag	Onsdag	Torsdag	Fredag	Lørdag
Sport (antal min. pr. dag)	(390-392)	(393-395)	(396-398)	(399-401)	(402-405)	(405-407)	(408-410)
Aktiv motion (antal min. pr. dag)	(411-413)	(414-416)	(417-419)	(420-422)	(423-425)	(426-428)	(429-431)
Let motion (antal min. pr. dag)	(432-434)	(435-437)	(438-440)	(441-443)	(444-446)	(447-449)	(450-452)

74. Hvordan vurderer du din egen, din samlevers og dine hjemmeboende børns vægt? (Sæt et kryds i hver række)

	Under- vægtig	Normal- vægtig	Lidt over- vægtig	Noget over- vægtig	Meget over- vægtig	Ved ikke	Findes ikke i husstand	
Jeg er selv	1	2	3	4	5	6		(453)
Min samlever er.....	1	2	3	4	5	6	7	(454)
Ældste barn er	1	2	3	4	5	6	7	(455)
Næstældste barn er.....	1	2	3	4	5	6	7	(456)
Tredjeældste barn er	1	2	3	4	5	6	7	(457)
Fjerdeældste barn er	1	2	3	4	5	6	7	(458)
Femteældste barn er	1	2	3	4	5	6	7	(459)

Det er ikke sikkert, at din samlever og dine børn har samme opfattelse af deres vægt, som du har. I det følgende spørgsmål vil vi bede dig vurdere, hvordan de opfatter deres egen vægt. Hvis du tror, et eller flere af dine børn er så små, at de ikke selv har en opfattelse af, om de er over- eller undervægtige, så sæt kryds i første kolonne:

75. Hvordan tror du de selv vurderer deres egen vægt? (Sæt et kryds i hver række)

	Jeg tror ikke han /hun er bevidst om vægt	Jeg tror han/hun føler sig:					Jeg ved det ikke	Findes ikke i husstand	
		Under- vægtig	Normal- vægtig	Lidt over- vægtig	Noget over- vægtig	Meget over- vægtig			
Min samlever.....		2	3	4	5	6	7	8	(460)
Ældste barn	1	2	3	4	5	6	7	8	(461)
Næstældste barn....	1	2	3	4	5	6	7	8	(462)
Tredjeældste barn..	1	2	3	4	5	6	7	8	(463)
Fjerdeældste barn ..	1	2	3	4	5	6	7	8	(464)
Femteældste barn ..	1	2	3	4	5	6	7	8	(465)

76. Udfyld venligst for samtlige familiemedlemmer i husstanden. Hvis du ikke kender den præcise højde eller vægt så skriv et cirkatal. (Udfyld hver række)

	Fødselsdato (dato - måned - år)	Køn	Højde	Vægt	Findes ikke i husstand
Jeg	____-____-____ 466-471	1 Kvinde 2 Mand (472)	____ cm (473-475)	____ kg (476-478)	(557-562)
Samlever	____-____-____ 479-484	1 Kvinde 2 Mand (485)	____ cm (486-488)	____ kg (489-491)	1
Ældste barn	____-____-____ 492-497	1 Pige 2 Dreng (498)	____ cm (499-501)	____ kg (502-504)	2
Næstældste barn....	____-____-____ 505-510	1 Pige 2 Dreng (511)	____ cm (512-514)	____ kg (515-517)	3
Tredjeældste barn ...	____-____-____ 518-523	1 Pige 2 Dreng (524)	____ cm (525-527)	____ kg (528-530)	4
Fjerdeældste barn ...	____-____-____ 531-536	1 Pige 2 Dreng (537)	____ cm (538-540)	____ kg (541-543)	5
Femteældste barn ...	____-____-____ 544-549	1 Pige 2 Dreng (5450)	____ cm (551-553)	____ kg (554-556)	6

77. Er du eller din samlever...? (Sæt et kryds i hver kolonne. Spring samlever over, hvis du ikke har nogen)

	Jeg er... (563)	Min samlever er... (564)
...gravid	1	1
...ikke gravid, men har født inden for det seneste år	2	2
...ikke gravid	3	3
...en mand	4	4

78. Vil du gerne veje mere eller mindre?

Nej, jeg er tilfreds med min vægt	Kg mindre (kun hele tal)	Kg mere (kun hele tal)	Ved ikke
1	2 (566-568)	3 (569-571)	4 (565)

79. Hvor mange af dine venner/bekendte, kolleger og familie uden for husstanden er overvægtige?

(Sæt et kryds i hver række)

	Alle	De fleste	Adskillige	Få	Ingen	Ved ikke	Har ingen
Venner/bekendte	1	2	3	4	5	6	7 (572)
Kolleger	1	2	3	4	5	6	7 (573)
Familie uden for husstanden ..	1	2	3	4	5	6	7 (574)

Ryging & Alkohol**80. Ryger du eller din samlever? (Sæt et kryds i hver række)**

	Har aldrig røget (heller ikke til fester)	Har tidligere røget, men ryger ikke længere	Ryger kun til fester/sociale sammenkomster	Ryger til hverdag	Ingen samlever
Jeg selv	1	2	3	4	5 (575)
Min samlever.....	1	2	3	4	5 (576)

De følgende spørgsmål handler om dit og din samlevers alkoholforbrug. En almindelig øl svarer til én genstand, en flaske rødvin svarer til 6 genstande.

81. Hvor mange genstande alkohol drikker du og din samlever typisk om ugen? (Sæt et kryds i hver række)

	0-1 genstande	2-5 genstande	6-9 genstande	10-14 genstande	15-21 genstande	22-28 genstande	Mere end 28 genstande	Ingen samlevere
Jeg selv	1	2	3	4	5	6	7	8 (577)
Min samlever.....	1	2	3	4	5	6	7	8 (578)

82. Hvor mange gange indenfor den seneste måned har du og din samlever ved en enkelt lejlighed drukket fem genstande eller derover? (Sæt et kryds i hver række)

	0 gange	1-2 gange	3-5 gange	6-9 gange	Mere end 9 gange	Ingen samlever
Jeg selv	1	2	3	4	5	6 (579)
Min samlever.....	1	2	3	4	5	6 (580)

83. Hvor mange genstande tror du Sundhedsstyrelsen anbefaler at man højst drikker om ugen?

(Sæt et kryds i hver række)

	Højst 9 om ugen	Højst 14 om ugen	Højst 21 om ugen	Højst 28 om ugen	Ved ikke
Kvinder	1	2	3	4	5 (581)
Mænd.....	1	2	3	4	5 (582)

84. Hvor meget tror du selv det vil være sundest for dig at drikke om ugen? (Sæt et kryds i hver række)

	Ingenting	Moderat forbrug	Ved ikke
Øl.....	1	2	3 (583)
Hvidvin	1	2	3 (584)
Rødvin.....	1	2	3 (585)
Spiritus.....	1	2	3 (586)

Fritid

85. Ca. hvor mange gange i løbet af det seneste år har du...? (Sæt et kryds i hver række)

	0 gange	1-2 gange	3-5 gange	Flere end 5 gange	Ved ikke	
Været til opera, ballet eller klassisk koncert	1	2	3	4		5 (587)
Været i teateret.....	1	2	3	4		5 (588)
Været i biografen	1	2	3	4		5 (589)
Været på museum/kunstudstilling/galleri	1	2	3	4		5 (590)
Overværet en sportsbegivenhed (ikke i fjernsynet).....	1	2	3	4		5 (591)
Været til rock/popkoncert	1	2	3	4		5 (592)

86. Ca. hvor mange bøger er der i dit hjem?

(Der kan være ca. 40 bøger på en meter hylde. Tæl ikke tidsskrifter, aviser og ugeblade med)

0-10 bøger	11-25 bøger	26-100 bøger	101-200 bøger	201-500 bøger	Mere end 500 bøger	
1	2	3	4	5	6	(593)

87. Har du familie, venner, bekendte eller andre kontakter, der ville kunne hjælpe dig med følgende?

(Sæt et kryds i hver række)

	Nej	Ja, måske	Ja, helt sikkert	
sagsbehandlingen over for en offentlig myndighed	1	2	3	(594)
at skaffe et job/nyt job til dig selv eller din samlever	1	2	3	(595)
at skaffe en praktikplads/læreplads til dine børn eller bekendtes børn	1	2	3	(596)
at skaffe et job til dine børn eller bekendtes børn (fritidsjob eller rigtigt job).....	1	2	3	(597)
at finde en bolig, hvis du havde brug for det.....	1	2	3	(598)

88. Vil du sige, at du selv, din samlever eller venner/bekendte har en indflydelsesrig placering i erhvervslivet, den offentlige administration eller i det politiske liv? Indflydelsen kan være på nationalt niveau, på regionalt niveau eller det lokalområde, hvor du bor. (Sæt mindst ét, og gerne flere kryds i hver række)

Ja, i...

	Nej	erhvervslivet	offentlig administration	det politiske liv	
Mig selv eller samlever.....	1	2	3	4	(599-602)
Venner eller bekendte.....	1	2	3	4	(603-606)

89. Hvor mange fremmedsprog taler du flydende og til husbehov? (Sæt et kryds i hver række)

	0 sprog	1 sprog	2 sprog	3 sprog	4 sprog eller flere	
Flydende eller næsten flydende...	1	2	3	4	5	(607)
Kun til husbehov	1	2	3	4	5	(608)

90. Hvor mange gange inden for det seneste år har du været på ferie i udlandet?

0 gange	1 gang	2 gange	3-4 gange	Flere end 4 gange	
1	2	3	4	5	(609)

91. Mener du, at de fleste mennesker i det store og hele er til at stole på, eller kan man ikke være for forsigtig, når man har med andre mennesker at gøre?

Man kan
ikke
være for
forsigtig

De fleste
er til at
stole på

00 01 02 03 04 05 06 07 08 09 10 (610-611)

92. Mener du, at andre mennesker for det meste prøver at være hjælpsomme, eller tænker de for det meste på sig selv?

Folk
tænker
mest på
sig selv

Folk prøver
mest at være
hjelpsomme

00 01 02 03 04 05 06 07 08 09 10 (612-613)

Særlige diæter

Vi vil gerne vide, om der er særlige forhold, der påvirker den mad, du og din familie køber.

93. Vi vil gerne vide, om du, eller nogen i din husstand, følger en diæt på grund af sygdom eller allergi fx glutenallergi, diabetes eller forhøjet kolesteroltal (i en grad der påvirker de daglige fødevarerindkøb væsentligt). (Sæt gerne flere krydser, og skriv hvornår de enkelte elementer begyndte at påvirke dine/jeres indkøb)

	Mindst én person i husstanden lider af ⁽⁶¹⁹⁾	Hvornår begyndte det at påvirke indkøb? (md – år):
Forhøjet kolesterol.....	1	_____ - _____ (620-623)
Diabetes	2	_____ - _____ (624-627)
Allergi.....	3	_____ - _____ (628-631)
Forhøjet blodtryk.....	4	_____ - _____ (632-635)
Andet	5	_____ - _____ (636-639)
Ingen i husstanden har sygdomme eller allergier, der påvirker husstandens fødevarerindkøb.....	6	

Mad, der ikke skal registreres i indkøbsdagbogen

Ikke alle fødevarer skal noteres i indkøbsdagbogen. Mad af egen produktion og mad på arbejdet, i skolekantin eller på restauranter skal for eksempel ikke med. Vi har brug for at vide, hvor stor en del af familiens kost der ikke er dækket af oplysningerne i indkøbsdagbogen.

94. Hvis du tænker på en gennemsnitsuge set over et helt år, hvor mange dage om ugen spiser husstandens familiemedlemmer så frokost, uden at det optræder i indkøbsdagbogen?

(Angiv i hele tal. Skriv 0, hvis det er mindre end en gang om ugen)

	Antal dage om ugen	Ved ikke	Findes ikke i husstand
Jeg.....	_____ (640)	1 (647)	
Min samlever.....	_____ (641)	1 (648)	1 (654)
Ældste barn.....	_____ (642)	1 (649)	1 (655)
Næstældste barn.....	_____ (643)	1 (650)	1 (656)
Tredjeældste barn.....	_____ (644)	1 (651)	1 (657)
Fjerdeældste barn.....	_____ (645)	1 (652)	1 (658)
Femteældste barn.....	_____ (646)	1 (653)	1 (659)

95. Hvor stor en andel af familiens samlede forbrug af nedenstående varer købes ikke i butikker og lignende, men kommer fx fra egen avl, families produktion eller gaver? (Sæt et kryds i hver række)

	Intet	Under 10%	10-25%	26-50%	51-75%	Over 75%	Ved ikke	Anvender ikke varen	
Grøntsager...	1	2	3	4	5	6	7	8	(660)
Frugt.....	1	2	3	4	5	6	7	8	(661)
Æg.....	1	2	3	4	5	6	7	8	(662)
Kød.....	1	2	3	4	5	6	7	8	(663)
Fisk.....	1	2	3	4	5	6	7	8	(664)

Tak for hjælpen!

Documentation of CONCEPT questionnaires

Appendix C: Summary of answers 2008

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Table 2, About yourself

name	label	Woman	Man	Answ.	Miss.	Answ. %
S01_01	I am a	85.1	14.9	1819	2	99.9

Table 3, About your household

name	label	Yes	Answ.	Miss.	Answ. %
S02_01	I live together with a spouse/partner	100	1060	761	58.2
S02_02	I live together with children	100	445	1376	24.4
S02_03	I live alone	100	684	1137	37.6

Table 4, In some families, children live alternately with their father and mother. Therefore, we would like to know how much time the individual child lives in your household. (Go to question 4 if you do not have any children living at home)

name	label	1	2	3	4	5	Answ.	Miss.	Answ. %
S03_01	No. of children living in my household all the time	43.5	42.8	11.1	2.2	0.5	416	1405	22.8
S03_02	No. of children living in my household more than half of the time	68.8	25.0	6.3	.	.	32	1789	1.8
S03_03	No. of children living in my household half of the t.	45.5	45.5	9.1	.	.	11	1810	0.6
S03_04	No. of children living in my hh less than half of the t.	80.0	15.0	5.0	.	.	20	1801	1.1

Table 5, How often do you buy food and other household goods?

name	label	Big weekly shopping supplemented when needed	2-3 times a week	4-5 times a week	Shop almost every day	Answ.	Miss.	Answ. %
S04_01	How often do you buy food and other household goods?	23.6	45.7	20.0	10.6	1796	25	98.6

Table 6, How do the following characteristics influence your choice of products when buying food?

name	label	1: Dis-like very much	2	3	4: Unimportant	5	6	7: Like very much	Answ.	Miss.	Answ. %
S05_01	That the product is fresh	2.8	0.3	0.4	1.1	4.5	16.6	74.4	1806	15	99.2
S05_02	That the product is quick to prepare	1.5	1.6	3.1	44.6	26.8	13.8	8.7	1800	21	98.8
S05_03	That the price is low	1.6	2.0	4.3	16.8	34.7	21.3	19.3	1803	18	99.0
S05_04	That the product is healthy	2.3	0.5	1.2	4.1	17.7	33.9	40.2	1794	27	98.5
S05_05	That the product is organic	6.7	5.1	4.5	41.0	21.9	13.5	7.3	1798	23	98.7
S05_06	That the product does not contain artificial additives	2.9	3.1	6.0	21.0	29.3	18.3	19.4	1806	15	99.2
S05_07	That the product is produced in Denmark	2.1	2.3	2.4	22.6	23.8	22.4	24.3	1803	18	99.0
S05_08	That the product is a "light" product	9.1	7.2	5.8	39.5	18.2	11.4	8.8	1799	22	98.8
S05_09	That the product has a low fat content	2.0	1.9	2.8	15.3	24.1	26.1	27.7	1807	14	99.2

Table 7, Would you say you have been better able to afford food during the last year, as compared to earlier years?

name	label	1: Much worse	2	3: Neither better nor worse	4	5: Much better	Answ.	Miss.	Answ.%
S06_01	Would you say you have been better able to afford food during the last year, as compared to earlier years?	32	15.1	36.4	10.5	6	1767	54	97

Table 8, The Danish Veterinary and Food Administration wants to inform people about healthy eating habits and has therefore formulated some dietary recommendations. The following questions are about their advice:

name	label	1 portion	2 portions	4 portions	6 portions	Don't know	Answ.	Miss.	Answ.%
S07_01	How many pieces of fruit / helpings of vegetables (at least) are adults recommended to eat every day?	1.5	4.4	5.2	86.7	2.1	1814	7	99.6

name	label	Yes	No	Don't know	Answ.	Miss.	Answ.%
S07_02	Are potatoes included in the recommended amount of "fruit and vegetables"?	18.8	71.0	10.2	1790	31	98.3

name	label	50-100 g	100-200 g	200-300 g	300-400 g	Answ.	Miss.	Answ.%
S07_03	How many grams (at least) of fish or fish products are adults recommended to eat each week?	1.6	15.8	42.1	20.7	1796	25	98.6

Table 9, Are you interested in information about healthy eating habits?

name	label	No, not at all	Yes, a little	Yes, some	Yes, a lot	Answ.	Miss.	Answ.%
S08_01	Are you interested in information about healthy eating habits?	3.6	24.5	45.1	26.9	1817	4	99.8

Table 10, Do you get information about healthy eating habits from any of the following sources?

name	label	No, not at all	Yes, a little	Yes, some	Yes, a lot	Answ.	Miss.	Answ.%
S09_01	Television	11.9	42.3	38.7	7.2	1801	20	98.9
S09_02	Radio	44.7	33.3	19.6	2.5	1778	43	97.6
S09_03	Newspapers (also on the Internet)	18.4	33.5	38.9	9.2	1775	46	97.5
S09_04	Internet (not newspapers)	49.3	24.4	20.4	6.0	1747	74	95.9
S09_05	By talking to others	8.1	32.7	43.5	15.7	1797	24	98.7

Table 11, How do you examine a product you are not used to buying?

name	label	1: Almost never	2	3	4	5: Almost always	Answ.	Miss.	Answ.%
S10_01	How often do you read product information on the label the first time you buy a new product?	9.3	8.6	20.5	20.8	40.9	1793	28	98.5
S10_02	When you read product information, do you find it difficult to understand what it means?	15.7	18.0	34.2	22.1	10.0	1785	36	98.0

Table 12, Food is made up of many single components. How do these components influence you when you are choosing what to eat?

name	label	1: I would very much like to avoid this	2	3	4: This is not import- tant to me	5	6	7: I would very much like to have this	Answ.	Miss.	Answ.%
S11_01	Vegetable fat	4.4	3.2	7.8	27.3	15.1	17.0	25.2	1792	29	98.4
S11_02	Animal fat	30.2	17.7	19.4	24.0	5.2	2.0	1.5	1786	35	98.1
S11_03	Protein	0.7	1.3	4.1	24.7	17.9	24.2	27.1	1786	35	98.1
S11_04	Sugar	23.5	23.9	26.0	17.4	6.5	1.6	1.1	1804	17	99.1
S11_05	Other carbohydrates	6.3	11.5	21.2	32.7	13.8	9.0	5.5	1779	42	97.7
S11_06	Salt	9.2	18.1	24.9	31.4	10.5	3.4	2.5	1804	17	99.1
S11_07	Fibre	0.7	0.6	1.4	11.6	11.8	22.8	51.1	1801	20	98.9
S11_08	Vitamins	1.9	0.8	1.7	16.3	12.5	20.5	46.3	1807	14	99.2

Table 13, Is there anything in general you ought to do differently in order to lead a healthier life?

name	label	I ought to eat much less	I ought to eat a little less	I ought to eat the way I do now	I ought to eat a little more	I ought to eat much more	Don't know	Answ.	Miss.	Answ.%
S12_01	Vegetable fat	3.1	14.5	56.4	13.7	4.6	7.8	1799	22	98.8
S12_02	Animal fat	15.6	36.3	38.3	1.8	0.4	7.7	1798	23	98.7
S12_03	Protein	0.6	4.9	62.5	20.2	4.7	7.1	1793	28	98.5
S12_04	Sugar	18.3	40.7	37.3	0.9	0.4	2.4	1805	16	99.1
S12_05	Other carbohydrates	5.6	24.7	55.7	6.3	0.9	6.7	1796	25	98.6
S12_06	Salt	6.4	27.2	61.5	1.5	0.4	3.0	1793	28	98.5
S12_07	Fibres	0.3	0.6	39.4	42.2	15.5	2.0	1804	17	99.1
S12_08	Vitamins	0.4	0.7	58.6	27.3	10.4	2.5	1804	17	99.1
S12_09	Fish	0.4	0.6	28.4	40.6	28.7	1.3	1808	13	99.3
S12_10	Vegetables	0.2	0.2	42.4	36.9	19.7	0.7	1810	11	99.4
S12_11	Fruit	0.2	0.5	47.8	32.7	18.1	0.8	1809	12	99.3
S12_12	Total amount of food	4.6	34.0	51.5	5.4	1.7	2.8	1799	22	98.8

Table 14, To what extent do you agree with the following?

name	label	1: I think the opposite	2	3: I think there is no difference	4	5: I totally agree	Answ.	Miss.	Answ.%
S13_01	Healthy food usually tastes better than unhealthy food	2.5	7.6	37.5	24.8	27.7	1815	6	99.7
S13_02	Healthy food takes longer to prepare than unhealthy food	7.6	6.0	56.2	17.9	12.4	1812	9	99.5
S13_03	It is more difficult to prepare healthy food than unhealthy food	11.6	10.6	60.6	12.3	4.9	1815	6	99.7
S13_04	Healthy food is usually more expensive than unhealthy food	3.3	5.2	24.0	35.1	32.5	1815	6	99.7

Table 15, Do you do the following things on account of taste or in order to stay healthy?

name	label	1: Mostly on account of taste	2	3: Both on account of taste and health	4	5: Mostly on account of health	Neither on account of taste nor	Do not do this	Answ.	Miss.	Answ.%
S14_01	Eat fish	10.1	3.4	62.9	4.4	9.5	3.3	6.3	1803	18	99.0
S14_02	Eat organic products	4.4	4.3	26.9	8.6	11.6	16.4	27.8	1784	37	98.0
S14_03	Eat fruit and vegetables	8.2	3.6	69.0	5.7	10.8	2.0	0.8	1786	35	98.1
S14_04	Avoid animal products	1.3	3.6	12.0	15.4	26.7	12.6	28.4	1726	95	94.8
S14_05	Eat fat animal products	12.1	12.5	6.7	3.0	3.5	18.7	43.5	1763	58	96.8
S14_06	Eat lean animal products	4.3	5.1	35.1	10.8	18.6	14.8	11.2	1760	61	96.7
S14_07	Eat rice, potatoes or whole grain bread	9.0	6.1	64.0	4.4	10.0	5.2	1.2	1797	24	98.7

Table 16, To what extent do you agree with the following statements about your everyday food?

name	label	Totally disagree	Partially disagree	Neither agree nor disagree	Partially agree	Totally agree	Answ.	Miss.	Answ. %
S15_01	It is difficult to eat healthily without compromising with the taste	36.7	17.3	26.1	16.6	3.2	1802	19	99.0
S15_02	Eating healthily comes naturally to me	3.5	7.0	21.2	39.8	28.5	1798	23	98.7
S15_03	I seldom think about whether the food I eat is healthy	35.8	29.7	12.5	16.4	5.5	1795	26	98.6
S15_04	Using synthetic sweetener is a good way to avoid calories in my opinion	26.4	15.1	23.4	21.3	13.7	1804	17	99.1
S15_05	I can easily compromise with health so long as the food tastes nice	12.5	23.9	24.8	29.1	9.8	1805	16	99.1
S15_06	I would like to have healthier eating habits	3.6	4.6	21.4	36.3	34.1	1805	16	99.1

Table 17, To what extent do you agree with the following statements?

name	label	Totally disagree	Partially disagree	Neither agree nor disagree	Partially agree	Totally agree	Answ.	Miss.	Answ. %
S16_01	I am in doubt about what to eat in order to eat healthily	47.2	21.9	16.1	12.2	2.7	1802	19	99.0
S16_02	I do not feel up to learning about how to eat healthily	41.5	24.6	20.1	11.0	2.9	1788	33	98.2
S16_03	Experts recommend new things all the time, so I have stopped listening	19.9	17.8	24.4	27.4	10.5	1794	27	98.5
S16_04	It is important to me that my food is healthy	2.3	2.2	14.9	39.4	41.2	1798	23	98.7
S16_05	I eat healthily	2.3	4.8	18.0	52.9	22.1	1799	22	98.8

Table 18, To what extent do you agree with the following statements about the food habits of your children living at home?

name	label	1: I think the opposite	2	3: I neither agree nor disagree	4	5: I totally agree	Don't know	Answ.	Miss.	Answ.%
S17_01	It is important that my children's food is healthy	0.2	0.4	4.7	23.2	66.6	4.9	512	1309	28.1
S17_02	My children eat healthily	1.4	2.4	20.0	46.7	23.2	6.4	501	1320	27.5
S17_03	When served something healthy my children usually think it tastes nice	3.6	6.4	18.0	37.2	28.4	6.4	500	1321	27.5
S17_04	We eat healthier food because of the children in our household	9.5	9.1	43.5	18.1	13.7	6.0	496	1325	27.2

Table 19, To what extent do you agree with the following statements about food, shopping and cooking?

name	label	Totally disagree	Partially disagree	Neither agree nor disagree	Partially agree	Totally agree	Don't know	Answ.	Miss.	Answ.%
S18_01	Price is more important than quality	22.3	30.2	26.0	17.6	2.9	0.9	1809	12	99.3
S18_02	Food is an important part of the joy of life for me	3.3	6.1	19.0	39.3	31.9	0.4	1808	13	99.3
S18_03	Synthetic sweetener may be harmful to health	6.1	9.1	21.2	26.4	16.9	20.2	1790	31	98.3
S18_04	If animals have been given genetically modified fodder, the meat should be labelled so that one can see this	2.2	1.4	10.2	17.1	57.2	11.8	1806	15	99.2
S18_05	It is important that my food does not have additives	1.3	6.3	27.0	37.3	25.8	2.3	1800	21	98.8
S18_06	Food produced in an environmentally friendly way is better for my health	2.9	4.2	25.2	30.6	32.6	4.5	1805	16	99.1
S18_07	As far as possible, I use seasonal fruit and vegetables	1.2	3.3	11.5	38.1	45.6	0.3	1803	18	99.0
S18_08	It is not particularly important to me whether the food I buy is environmentally friendly	23.0	30.6	21.3	17.3	5.9	1.8	1799	22	98.8
S18_09	It is not particularly important to me whether animal welfare has been taken into account when producing the food I buy	37.5	27.4	13.1	12.9	7.2	1.9	1803	18	99.0
S18_10	I like the thought behind fair trade products (e.g. Max Havelaar)	2.7	3.3	19.6	20.5	31.4	22.4	1792	29	98.4
S18_11	I might well buy a product because of the story behind it (such as salt from Læsø or apples from Lilleø)	16.7	10.8	24.4	24.3	20.2	3.5	1799	22	98.8
S18_12	I am not very interested in food and cooking	35.5	28.2	17.0	13.0	6.1	0.2	1791	30	98.4
S18_13	The most important thing about a meal is to get enough to eat	19.2	24.3	18.1	22.2	15.8	0.4	1802	19	99.0
S18_14	It is important to involve one's children in cooking	1.2	1.0	8.1	23.0	56.4	10.2	1683	138	92.4

Table 20, To what extent do you agree with the following statements about cooking?

name	label	Not at all	Only to a small extent	To some extent	To a great extent	Answ.	Miss.	Answ.%
S19_01	Everyday cooking should be over and done with as quickly as possible	22.9	23.3	45.5	8.2	1810	11	99.4
S19_02	I like to spend a longer time cooking during the weekend	9.4	17.0	47.0	26.5	1810	11	99.4
S19_03	I like to cook new dishes	5.6	16.1	42.8	35.5	1812	9	99.5
S19_04	As far as possible I make food from scratch and avoid readymade meals	4.9	8.9	32.5	53.7	1811	10	99.5
S19_05	I like to try out new dishes without using a recipe	21.0	30.6	33.0	15.3	1810	11	99.4
S19_06	I like to experiment with recipes from other countries	19.1	28.0	35.5	17.3	1813	8	99.6

Table 21, People like to eat different kinds of food. Some make traditional Danish food for the most part, such as meatballs or cutlets, while others mostly make modern dishes such as a stir-fry or sushi. On this scale, where would you place the kind of food you make for the most part in your household?

name	1: Traditional	2	3	4: Neither traditional nor modern	5	6	7: Modern	Answ.	Miss.	Answ.%
S20_01	14.4	9.7	11.2	23.2	22.3	14.8	4.4	1800	21	98.8

Table 22, When choosing between different food products, where do you generally prefer your food to come from?

name		1	2	3	4	5		Answ.	Miss.	Answ.%
S21_01	1: A big producer	3.5	3.2	49.5	22.4	21.5	5: A small producer	1757	64	96.5
S21_02	1: A foreign producer	2.1	2.5	20.4	20.8	54.2	5: A Danish producer	1767	54	97.0
S21_03	1: A well-known brand	10.3	8.3	48.1	19.5	13.7	5: A niche product	1770	51	97.2

Table 23, How often do you worry about the following problems?

name	label	Never	Seldom	Now and again	Often	Very often	Don't know	Answ.	Miss.	Answ.%
S22_01	That food products may be genetically modified	10.9	21.4	36.3	21.2	6.9	3.2	1802	19	99.0
S22_02	Whether there is salmonella, campylobacter or some other kind of bacteria in the food that can make one ill	3.7	11.3	27.4	34.6	21.9	1.0	1800	21	98.8
S22_03	Whether there are pesticides or medicine residues in food products	4.3	12.2	30.4	32.1	19.7	1.3	1801	20	98.9
S22_04	How much energy is used to produce and transport food products	12.3	27.8	35.3	14.8	5.8	4.0	1801	20	98.9

Table 24, To what extent do you agree with the following statements?

name	label	1: I think the opposite	2	3: I neither agree nor disagree	4	5: I totally agree	Don't know	Answ.	Miss.	Answ. %
S23_01	I think that industrial manufacturing and processing adds to the health value of foods	26.1	20.6	35.7	4.9	2.7	10.0	1791	30	98.4
S23_02	It is important to me to support Danish farmers	0.5	2.2	17.8	34.7	44.3	0.6	1795	26	98.6
S23_03	I think that the control of food safety is adequate	11.9	19.0	25.2	24.1	11.5	8.3	1796	25	98.6

Table 25, To what extent do you agree with the following statements?

name	label	1: I think the opposite	2	3: I think there is no difference	4	5: I totally agree	Don't know	Answ.	Miss.	Answ. %
S24_01	I think most big food producers are more interested in making money, than are small producers	0.8	2.7	40.5	26.2	25.3	4.4	1799	22	98.8
S24_02	I think most big food producers are less interested in the nutritional quality of their products, than are small producers	2.3	6.0	38.2	29.8	17.1	6.6	1797	24	98.7
S24_03	I think there are more pesticides and medicine residues in Danish food products, than in foreign products	38.3	24.9	17.2	3.9	2.5	13.2	1794	27	98.5
S24_04	I think there is less animal welfare in foreign agriculture, than in Danish agriculture	2.2	7.6	22.0	28.6	27.1	12.4	1798	23	98.7
S24_05	I think Danish farmers cheat more than foreign ones do	21.5	23.5	35.5	2.1	0.7	16.6	1797	24	98.7

Table 26, Do you know or recognise the Danish Ø-label (organic label) shown below?

name	label	Yes, I know it	Yes, I have seen it before	No	Answ.	Miss.	Answ. %
S25_01	Do you know or recognise the Danish Ø-label (organic label)?	87.5	11.7	0.9	1757	64	96.5

Table 27, Within the last two years, have you started to buy more organic products than you did earlier?

name	label	Yes	No	Answ.	Miss.	Answ. %
S26_01	Within the last two years, have you started to buy more organic products than you did earlier?	41.8	58.2	1782	39	97.9

Table 28, We would like to know why you buy more organic products now than you did earlier. Do you agree with the following statements about changes in the availability, affordability and quality of organic products

name	label	S26: Yes			S26: No			S26: Not answered (NA)			Answ.	Miss.	Answ.%
		yes	no	NA	yes	no	NA	yes	no	NA			
s27_01	There are more organic products in the shops now, so it has become easier to buy them	38.1	2.5	0.3	4.4	3.0	49.5	0.4	0.2	1.5	1821	1	99.9
s27_02	I/we have more money at my/our disposal now for buying food	11.6	28.9	0.4	1.2	6.3	49.5	0.2	0.4	1.5	1821	1	99.9
s27_03	Organic products have become cheaper as compared to conventional products	20.4	20.1	0.4	1.5	5.8	49.6	0.4	0.3	1.5	1821	1	99.9
s27_04	The quality of organic products has improved	28.6	11.6	0.7	3.0	4.3	49.7	0.3	0.3	1.5	1821	1	99.9
s27_05	It has become more important to me to buy organic products	27.7	12.7	0.5	0.3	7.1	49.5	0.2	0.5	1.5	1821	1	99.9
s27_06	There are other reasons why I buy more organic products than the reasons mentioned above	21.5	18.8	0.7	0.6	6.8	49.6	0.3	0.3	1.5	1821	1	99.9

Table 29, Do you think that Ø-labelled products must fulfill the following conditions?

name	label	No	Yes	Don't know	Answ.	Miss.	Answ.%
S28_01	Ø-labelled products must be produced in Denmark	39.1	37.1	23.8	1801	20	98.9
S28_02	Ø-labelled products must fulfil certain conditions regarding taste and eating quality	34.6	46.6	18.8	1800	21	98.8
S28_03	Ø-labelled products must be produced using less energy	34.6	32.4	33.0	1799	22	98.8
S28_04	Organic animals must exclusively be given organic fodder	7.4	81.9	10.6	1800	21	98.8
S28_05	Animal welfare must be taken into consideration in organic production	7.0	80.5	12.6	1796	25	98.6
S28_06	All ingredients must be organic in Ø-labelled products	11.2	72.9	15.9	1798	23	98.7
S28_07	Genetically modified fodder must not be used in organic production	39.6	43.7	16.6	1797	24	98.7
S28_08	The product must fulfil certain demands on low environmental impact of product transportation	23.9	36.5	39.6	1799	22	98.8

Table 30, Do you find any difference in the quality of the following products, depending on whether the product is organic or conventional?

name	label	1: Conventional products have the highest quality	2	3	4: No difference between conventional and organic	5	6	7: Organic products have the highest quality	Have not tried the organic kind	Answ.	Miss.	Answ. %
S29_01	Fruit	3.0	3.6	7.2	32.6	13.3	11.5	15.3	13.5	1799	22	98.8
S29_02	Vegetables	3.0	3.3	6.7	31.6	13.5	13.2	17.5	11.1	1796	25	98.6
S29_03	Meat	1.5	1.0	2.1	32.8	15.3	13.6	13.7	20.1	1790	31	98.3
S29_04	Milk	2.4	1.4	3.4	34.0	11.3	11.0	24.7	11.9	1795	26	98.6
S29_05	Flour, grain, etc	1.6	1.2	1.8	41.8	10.5	9.8	11.7	21.7	1798	23	98.7
S29_06	Bread	1.7	1.1	2.4	40.3	12.0	10.2	11.1	21.1	1796	25	98.6

Table 31, Do you find any difference in the taste of the following products, depending on whether the product is organic or conventional?

name	label	1: Conventional products taste best	2	3	4: No difference between conventional and organic	5	6	7: Organic products taste best	Have not tasted the organic kind	Answ.	Miss.	Answ. %
S29_01	Fruit	1.6	1.5	2.3	40.2	14.0	10.0	17.1	13.3	1802	19	99.0
S29_02	Vegetables	1.6	1.4	2.2	38.9	13.2	12.1	19.5	11.1	1801	20	98.9
S29_03	Meat	1.0	0.7	1.5	37.6	13.7	11.0	13.3	21.2	1793	28	98.5
S29_04	Milk	3.4	1.6	3.5	34.9	12.4	8.8	22.7	12.7	1800	21	98.8
S29_05	Flour, grain, etc	1.1	0.5	1.4	48.3	9.3	8.0	9.2	22.3	1802	19	99.0
S29_06	Bread	1.2	0.8	1.8	45.3	11.3	8.2	10.0	21.4	1801	20	98.9

Table 32, To what extent do you agree with the following statements about organic products?

name	label	Totally disagree	Partially disagree	Neither agree nor disagree	Partially agree	Totally agree	Don't know	Answ.	Miss.	Answ. %
S31_01	I am indifferent to organic products	30.8	22.8	24.3	11.6	8.7	1.7	1808	13	99.3
S31_02	I don't know a great deal about organic products/production	12.0	25.7	27.0	23.4	8.8	3.1	1802	19	99.0
S31_03	I am happy to pay more for an organic product rather than buy a similar conventional product	25.7	19.5	20.9	21.8	10.1	2.0	1806	15	99.2
S31_04	I would be willing to pay more in taxes in order to subsidise organic farming	38.4	18.6	20.0	12.2	6.2	4.6	1809	12	99.3
S31_05	I am only interested in the quality of food products, not whether they are organic or otherwise	12.4	19.2	25.2	22.4	17.6	3.2	1809	12	99.3

Table 33, To what extent do you agree with the following views about organic versus conventional production?

name	label	1: I think the opposite	2	3: I think there is no difference	4	5: I totally agree	Don't know	Answ.	Miss.	Answ.%
S32_01	I think organic farmers are more concerned about the state of the planet, than are conventional farmers	0.9	1.7	26.8	30.9	27.4	12.3	1803	18	99.0
S32_02	I think organic farmers are less involved in their production, than are conventional farmers	37.9	23.1	22.2	3.7	2.6	10.5	1803	18	99.0
S32_03	I think that organic farming is better for the environment than conventional farming	1.3	2.9	12.1	30.3	43.0	10.4	1797	24	98.7
S32_04	I think that organic farming, as compared to conventional farming, is more in tune with nature	1.7	2.9	11.0	36.6	35.8	12.0	1794	27	98.5
S32_05	I think that organic farming might contribute to increasing the greenhouse effect	30.2	18.9	19.8	3.6	2.4	25.2	1787	34	98.1
S32_06	I think that organic farming is better for animal welfare than conventional farming	1.2	2.6	16.5	29.1	39.4	11.1	1795	26	98.6
S32_07	I like the ideas behind organic farming	2.2	3.9	16.2	24.4	44.1	9.2	1793	28	98.5
S32_08	Organic cows are put out to graze more often than conventionally bred cows	1.0	1.6	15.4	22.9	40.6	18.5	1800	21	98.8
S32_09	Free-range hens have better animal welfare than organic hens	5.3	6.0	24.9	14.0	18.4	31.4	1802	19	99.0

Table 34, To what extent do you agree with the following views about organic versus conventional products?

name	Label	1: I think the opposite	2	3: I think there is no difference	4	5: I totally agree	Don't know	Answ.	Miss.	Answ. %
S33_01	I think that organic products are healthier for me and my family than conventional products	0.9	1.5	32.8	26.4	30.6	7.8	1801	20	98.9
S33_02	I think that organic products have a higher content of vitamins and minerals than conventional products	0.8	1.6	42.5	22.9	19.7	12.5	1803	18	99.0
S33_03	I think that organic products have a higher content of substances that can make one ill (such as bacteria and fungus spores) than do conventional products	21.0	19.0	29.8	7.7	2.9	19.7	1801	20	98.9
S33_04	I think there are fewer pesticides and medicine residues in organic products	2.5	3.4	11.8	28.6	41.4	12.2	1800	21	98.8
S33_05	I think there are fewer additives in organic products	2.0	2.5	10.0	32.3	44.7	8.6	1787	34	98.1
S33_06	Organic products taste worse	30.6	20.0	37.4	2.6	0.9	8.6	1787	34	98.1
S33_07	Generally, organic products are of a poorer quality	23.5	21.7	34.7	9.0	2.1	9.0	1794	27	98.5
S33_08	Generally, organic products look more appetising	4.0	16.0	53.0	13.2	6.4	7.6	1792	29	98.4
S33_09	Organic fruit looks more appetising	4.1	16.9	53.1	12.5	6.4	7.1	1800	21	98.8
S33_10	Conventional vegetables look more appetising	4.8	11.8	53.9	16.4	5.9	7.2	1800	21	98.8

Table 35, If you have planned to buy an organic product and it is sold out, what do you do? (Go to question 35 if you never buy organic products)

name	label	1: Almost never	2	3: Now and again	4	5: Almost always	Answ.	Miss.	Answ. %
S34_01	Buy the conventional kind instead	7.0	2.9	23.8	17.2	49.1	1474	347	80.9
S34_02	Choose another organic product as a substitute	32.9	12.3	37.5	9.8	7.5	1466	355	80.5
S34_03	Go to another shop to try to find the organic product	61.8	11.6	16.9	4.6	5.0	1470	351	80.7
S34_04	Decide to try again some other day	42.2	10.7	30.4	9.5	7.2	1468	353	80.6

Table 36, To what extent do you agree with the following statements about organic farming?

name	label	1: I think the opposite	2	3: I neither agree nor disagree	4	5: I totally agree	Don't know	Answ.	Miss.	Answ. %
S35_01	The rules behind the Ø-label are not tough enough	4.2	6.6	28.4	9.4	6.5	44.9	1805	16	99.1
S35_02	"Organic" is a sales gimmick	26.5	18.3	20.2	10.2	6.4	18.5	1808	13	99.3
S35_03	Organic farming is ineffective, too few products are produced	6.0	10.4	29.1	16.9	7.7	29.9	1808	13	99.3

Table 37, To what extent do you agree with the following statements about buying organic products?

name	label	Totally disagree	Partially disagree	Neither agree nor disagree	Partially agree	Totally agree	Don't know	Answ.	Miss.	Answ. %
S36_01	It is important to me to set a good example by buying organic products	23.3	12.0	38.2	14.8	6.9	4.8	1808	13	99.3
S36_02	I buy organic food when I want to pamper myself and my family	29.6	12.4	30.8	15.7	7.7	3.8	1808	13	99.3
S36_03	I buy organic products as a matter of principle	34.8	12.4	25.7	15.1	7.8	4.2	1797	24	98.7
S36_04	Organic foods are just a fashionable fad	34.9	19.3	21.3	11.3	6.0	7.2	1796	25	98.6
S36_05	I usually don't buy organic products because there is too much cheating with the organic label	21.9	16.4	23.6	13.5	9.0	15.6	1806	15	99.2
S36_06	I usually don't buy organic products because the price is too high	8.2	11.8	19.1	33.2	23.0	4.6	1807	14	99.2
S36_07	I often find that the organic products I want to buy are sold out	10.8	14.9	34.3	13.6	3.4	22.9	1809	12	99.3

Table 38, To what extent do you agree with the following statements about buying organic products?

name	label	1: Totally disagree	2	3: Don't care either way	4	5: Totally agree	Answ.	Miss.	Answ. %
S37_01	I get a good conscience when I buy organic food	5.6	2.7	52.0	22.8	17.0	1804	17	99.1
S37_02	If I can't get Danish organic fruit or vegetables, I would prefer to buy conventional Danish products rather than foreign organic ones	5.2	7.8	35.6	19.3	32.0	1798	23	98.7

Table 39, To what extent do you agree with the following statements about buying organic products? (Go to question 40, if you never buy organic products)

name	label	Hardly at all	To a small extent	Partially	To a great extent	To a very great extent	never buy organic products	Answ.	Miss.	Answ. %
S38_01	I am willing to shop in different places in order to get hold of organic products	38.5	21.4	13.5	3.7	1.0	21.8	1809	12	99.3
S38_02	I choose the shop I go to because it has a wide range of organic products	32.0	17.1	18.0	7.6	3.3	22.0	1798	23	98.7
S38_03	I make changes in my eating habits in order to be able to afford to buy organic products	41.7	23.9	9.6	1.7	0.9	22.0	1792	29	98.4
S38_04	I shop in cut-price shops in order to be able to afford to buy organic products	34.0	16.3	18.6	6.7	2.4	22.0	1796	25	98.6
S38_05	When I choose organic products, it is especially important to me that they are healthy and nutritious products	16.0	8.4	23.8	21.1	8.7	22.0	1795	26	98.6

Table 40, When you choose to buy organic food products instead of conventional products, how much importance do you attribute to the following reasons for doing so? (Go to question 40, if you never buy organic products)

name	label	not important at all	Some-what important	Important	very important	never buy organic products ⁴	Answ.	Miss.	Answ. %
S39_01	To avoid pesticide and medicine residues	6.1	12.7	26.8	30.9	23.5	1682	139	92.4
S39_02	Better taste	8.9	21.1	31.8	14.7	23.6	1677	144	92.1
S39_03	Health-promoting substances such as vitamins and minerals	11.1	19.9	30.4	15.0	23.6	1672	149	91.8
S39_04	To contribute to a better environment	5.8	14.8	29.0	26.7	23.6	1677	144	92.1
S39_05	Animal welfare (for animal products)	5.9	12.4	29.3	28.9	23.6	1674	147	91.9
S39_06	Better quality	6.8	16.6	35.9	17.0	23.7	1665	156	91.4
S39_07	The health of my children living at home	18.2	9.3	21.4	17.7	33.4	1184	637	65.0
S39_08	My own health	6.0	16.8	31.7	21.8	23.7	1670	151	91.7
S39_09	To support the ideas behind organic farming	10.0	18.9	27.3	20.1	23.6	1673	148	91.9
S39_10	To counteract the greenhouse effect	9.4	17.6	27.5	21.9	23.6	1674	147	91.9

⁴ Calculated from answers to question 39. If all answers are missing, all answers are set to "never buy organic products"

Table 41, To what extent do you agree with the following statements about organic products and production?

name	label	Totally disagree	Partially disagree	Neither agree nor disagree	Partially agree	Totally agree	Answ.	Miss.	Answ. %
S40_01	Products with the Ø-label are of a better quality than other products	7.6	7.5	48.1	30.0	6.8	1799	22	98.8
S40_02	State control of the Ø-label guarantees that the rules of organic production have been kept	2.7	6.6	27.8	47.2	15.6	1796	25	98.6
S40_03	Organic farmers keep to the rules for organic production	3.1	5.9	26.2	47.5	17.3	1793	28	98.5
S40_04	Organic farmers generally support the ideas behind organic production	1.9	4.0	21.0	47.7	25.4	1793	28	98.5
S40_05	The food industry generally supports the ideas behind organic production	5.3	12.0	47.6	29.3	5.9	1790	31	98.3
S40_06	Supermarket chains generally support the ideas behind organic production	2.9	9.8	45.9	35.5	5.9	1790	31	98.3
S40_07	Politicians generally support the ideas behind organic production	4.2	10.5	46.8	32.8	5.6	1793	28	98.5
S40_08	Consumers generally support the ideas behind organic production	2.6	9.5	46.7	35.4	5.8	1792	29	98.4

Table 42, Do you know or recognise the European Ø-label shown below?

name	label	Yes, I know it	Yes, I have seen it before	No	Answ.	Miss.	Answ. %
S41_01	Do you know or recognise the European Ø-label?	18.1	25.8	56.1	1780	41	97.7

Table 43, Have you heard that the European Ø-label is going to be given a new logo?

name	label	No	Yes	Answ.	Miss.	Answ. %
S42_01	Have you heard that the European Ø-label is going to be given a new logo?	95.3	4.7	1791	30	98.4

Table 44, How do you perceive the Danish and the European Ø-label?

name	label	1: The Danish label	2	3	4: No difference	5	6	7: The European label	Don't know	Answ.	Miss.	Answ. %
S43_01	I think the rules are tougher for	36.2	9.7	5.9	22.8	0.4	0.6	1.3	23.1	1798	23	98.7
S43_02	I have more confidence in	43.4	11.0	6.0	20.7	0.3	0.1	0.2	18.3	1795	26	98.6

Table 45, Imagine that the European Ø-label is just as widespread as the Danish Ø-label is today. How important would it be to you whether the products you buy were labelled with:

name	label	1: Very important to avoid	2	3	4: Unimportant	5	6	7: Very important	Don't know	Answ.	Miss.	Answ. %
S44_01	The European Ø-label	2.3	1.8	2.7	40.4	12.3	11.8	9.8	18.8	1789	32	98.2
S44_02	The Danish Ø-label	0.9	0.4	0.6	30.0	9.1	16.2	27.2	15.5	1795	26	98.6

Table 46, Do you know or recognise the Flower label and the Swan label shown below? (Please tick one box in each column)

name	label	Yes, I know it	Yes, I have seen it before	No	Answ.	Miss.	Answ.%
S45_01	Do you know or recognise the Flower label?	44.4	33.6	22.0	1789	32	98.2
S45_02	Do you know or recognise the Swan label?	68.9	25.6	5.5	1785	36	98.0

Table 47, How do you perceive products with the Flower or the Swan label as compared to products that are not labelled? Please answer even if you are not sure whether your answer is correct. We are interested in your impression of these products, not whether you know the rules behind the labels.

name	label	1: I think the opposite	2	3: I think there is no difference	4	5: I totally agree	No opinion	Answ.	Miss.	Answ.%
S46_01	more attention has been given to the work environment during production	0.5	1.8	29.9	30.6	21.1	16.1	1800	21	98.8
S46_02	the product has a less negative impact on the environment	0.3	0.7	8.7	37.7	40.2	12.3	1802	19	99.0
S46_03	the product has a better quality	0.2	1.2	45.5	25.1	15.1	12.8	1803	18	99.0
S46_04	the product is healthier for me and my family	0.1	0.4	19.0	35.2	32.5	12.7	1801	20	98.9
S46_05	the product has a less negative impact on our hormone system	0.1	0.8	12.0	31.5	35.8	19.7	1795	26	98.6
S46_06	there are fewer perfume and allergy-causing substances in the product	0.2	0.9	6.9	31.2	47.6	13.2	1804	17	99.1
S46_07	the product is more expensive	0.3	1.3	26.5	32.7	23.8	15.5	1803	18	99.0

Table 48, How important is it to you whether the products you buy are labelled with:

name	label	1: Very important to avoid	2	3	4: Unimportant	5	6	7: Very important	Don't know	Answ.	Miss.	Answ.%
S47_01	The Flower label	0.2	0.2	0.8	35.7	22.9	16.7	8.2	15.3	1782	39	97.9
S47_02	The Swan label	0.1	0.3	0.4	31.1	23.1	21.3	12.5	11.2	1783	38	97.9

Table 49, To what extent do you agree with the following statements about the greenhouse effect (climate changes)?

name	label	Totally disagree	Partially disagree	Neither agree nor disagree	Partially agree	Totally agree	Don't know	Answ.	Miss.	Answ. %
S48_01	The threat of the greenhouse effect has been generally exaggerated	18.4	24.5	16.8	21.4	7.1	11.8	1805	16	99.1
S48_02	I often discuss the greenhouse effect with friends and acquaintances	19.1	15.6	34.1	20.4	5.4	5.3	1804	17	99.1
S48_03	Industry and agriculture are primarily responsible for the greenhouse effect	4.1	12.7	22.4	36.4	11.5	12.9	1801	20	98.9
S48_04	Technological development will no doubt come up with some solution to the greenhouse effect	5.2	19.3	21.9	24.1	6.0	23.5	1795	26	98.6
S48_05	If the majority does nothing to reduce the greenhouse effect, there is no point in my trying to do something about it	29.9	33.0	12.8	11.1	6.3	6.9	1804	17	99.1
S48_06	It is important that we all do our part in trying to reduce the greenhouse effect	2.7	1.4	6.9	26.1	57.4	5.5	1792	29	98.4
S48_07	I think about how much energy is used to produce and transport the products I buy	-9.1	10.7	39.3	25.5	8.3	7.1	1806	15	99.2
S48_08	I believe that the state will prevent climate changes from having negative consequences for Danish citizens	12.6	15.3	28.3	16.6	5.5	21.8	1805	16	99.1

Table 50, If the individual consumer wants to reduce the greenhouse effect, how important would you say it is to do the following things:

name	label	Not important at all	Of little importance	Of some importance	Important	Very important	Answ.	Miss.	Answ. %
S49_01	Save on the use of household electricity (other than for heating)	1.8	5.6	13.8	37.0	41.7	1799	22	98.8
S49_02	Save on the use of household energy for heating	2.1	5.7	16.3	38.1	37.8	1800	21	98.8
S49_03	Use less petrol or diesel	2.2	2.7	10.8	34.4	49.9	1795	26	98.6
S49_04	Eat less meat	26.8	26.3	27.0	12.8	7.2	1793	28	98.5
S49_05	Eat fewer products that are produced in heated greenhouses	7.7	21.3	30.1	25.7	15.1	1790	31	98.3
S49_06	Eat more organic products	20.8	22.6	23.4	19.7	13.6	1790	31	98.3
S49_07	Throw away less food	10.9	15.0	19.6	28.0	26.5	1797	24	98.7
S49_08	Buy fewer imported products	13.6	17.5	25.0	23.6	20.3	1797	24	98.7

Table 51, Do you yourself do anything in order to reduce the greenhouse effect?

name	label	Not at all	To a small extent	To some extent	To a great extent	to a very great extent	Answ.	Miss.	Answ.%
S50_01	Save on the use of household electricity (other than for heating)	3.3	6.2	36.9	33.6	20.1	1800	21	98.8
S50_02	Save on the use of household energy for heating	3.9	6.8	37.0	32.6	19.7	1799	22	98.8
S50_03	Use less petrol or diesel	8.9	16.0	38.1	16.0	21.0	1746	75	95.9
S50_04	Eat less meat	28.7	31.7	30.0	6.3	3.3	1793	28	98.5
S50_05	Eat fewer products that are produced in heated greenhouses	21.1	32.0	35.1	8.0	3.8	1778	43	97.6
S50_06	Eat more organic products	33.2	25.2	24.0	10.2	7.3	1788	33	98.2
S50_07	Throw away less food	12.2	14.0	25.6	26.5	21.7	1791	30	98.4
S50_08	Buy fewer imported products	16.6	23.8	38.3	13.4	8.0	1797	24	98.7

Table 52, To what extent do you agree with the following statements about pollution and the environment in general?

name	label	Totally disagree	Partially disagree	Neither agree nor disagree	Partially agree	Totally agree	Don't know	Answ.	Miss.	Answ.%
S51_01	I believe that the authorities are doing enough to control pollution	17.4	32.6	18.8	16.7	2.3	12.1	1799	22	98.8
S51_02	I get worried when I think about the negative effects of pollution on plants and animals	2.6	4.6	13.5	41.5	33.2	4.6	1803	18	99.0
S51_03	Any welfare society must have a negative impact on nature	12.1	22.2	19.9	24.6	12.8	8.5	1796	25	98.6
S51_04	Industry and agriculture are primarily responsible for environmental problems	3.4	13.0	23.3	39.9	11.9	8.5	1799	22	98.8
S51_05	Technological development will no doubt come up with some solution to environmental problems	6.3	19.2	25.1	25.2	4.4	19.8	1794	27	98.5
S51_06	The threat of environmental pollution has been generally exaggerated	20.6	30.6	19.7	14.8	3.8	10.4	1795	26	98.6
S51_07	If the majority does nothing to protect the environment, there is no point in my trying to do something about it	37.4	32.0	10.5	10.0	5.8	4.3	1798	23	98.7
S51_08	It is important that we all do our part in trying to improve the environment	2.3	0.7	4.8	22.0	67.4	2.7	1797	24	98.7

Table 53, Do you think about how the product affects the environment when you buy the following things?

name	label	1: Never	2	3	4	5: Always	Do not buy	Answ.	Miss.	Answ.%
S52_01	Kitchen rolls & toilet paper	24.8	10.2	26.3	24.8	13.9	0.1	1801	20	98.9
S52_02	Washing powder for washing clothes	13.5	7.3	22.1	31.8	23.9	1.3	1802	19	99.0
S52_03	Household cleaning products	12.3	7.3	22.8	35.1	22.5	0.1	1803	18	99.0
S52_04	Clothes	32.6	17.3	30.6	14.5	4.9	.	1801	20	98.9

Table 54, Do you think about animal welfare when you buy any of the following products?

name	label	Not at all	To a small degree	To some degree	To a high degree	To a very high degree	Do not buy	Answ.	Miss.	Answ.%
S53_01	Eggs	7.8	10.2	29.5	23.8	26.9	1.8	1802	19	99.0
S53_02	Hen/chicken	7.6	12.0	35.5	25.2	17.5	2.2	1801	20	98.9
S53_03	Milk	11.6	17.2	28.3	20.6	19.4	2.9	1800	21	98.8
S53_04	Beef/veal	9.8	15.1	37.6	22.8	12.0	2.7	1801	20	98.9
S53_05	Pork	9.5	15.4	38.3	22.1	12.0	2.7	1794	27	98.5
S53_06	Cheese	17.0	23.1	32.5	15.1	9.8	2.5	1802	19	99.0
S53_07	Sliced cold cuts (lunch meats)	16.0	22.5	34.0	13.8	8.0	5.6	1802	19	99.0

Table 55, To what extent do you think different groups are responsible for the following?*Whether people have nutritionally healthy eating habits*

name	Label	0: Not at all	1: To some extent	2: To a great extent	3: To a very great extent	4: Illegal answer	5: Illegal answer	Answ.	Miss.	Answ.%
S54_01	The individual consumer	4.2	5.9	12.7	77.2	.	.	1740	81	95.6
S54_02	Farmers	40.7	27.6	22.0	9.7	.	.	1740	81	95.6
S54_03	The food industry	24.8	22.1	34.4	18.7	.	.	1740	81	95.6
S54_04	Supermarkets	38.8	27.4	24.7	9.1	.	.	1740	81	95.6
S54_05	Public authorities	41.3	22.6	22.6	13.5	.	.	1740	81	95.6

Whether farm animals are able to thrive

name	Label	0: Not at all	1: To some extent	2: To a great extent	3: To a very great extent	4: Illegal answer	5: Illegal answer	Answ.	Miss.	Answ.%
S54_06	The individual consumer	38.9	30.5	18.3	12.2	.	.	1736	85	95.3
S54_07	Farmers	3.2	2.2	8.9	85.5	0.1	.	1736	85	95.3
S54_08	The food industry	26.9	15.8	30.1	27.1	0.1	.	1736	85	95.3
S54_09	Supermarkets	42.2	25.0	21.7	11.1	.	.	1736	85	95.3
S54_10	Public authorities	27.8	12.0	24.3	35.9	.	.	1736	85	95.3

Whether there are pesticides in drinking water

name	Label	0: Not at all	1: To some extent	2: To a great extent	3: To a very great extent	4: Illegal answer	5: Illegal answer	Answ.	Miss.	Answ. %
S54_11	The individual consumer	52.1	24.2	10.7	13.0	.	0.1	1722	99	94.6
S54_12	Farmers	21.4	10.0	23.9	44.7	.	.	1722	99	94.6
S54_13	The food industry	26.9	15.5	21.1	36.5	.	.	1722	99	94.6
S54_14	Supermarkets	59.4	21.3	10.2	9.1	.	.	1722	99	94.6
S54_15	Public authorities	9.3	5.2	14.6	70.8	.	.	1722	99	94.6

The greenhouse effect/climate changes

name	Label	0: Not at all	1: To some extent	2: To a great extent	3: To a very great extent	4: Illegal answer	5: Illegal answer	Answ.	Miss.	Answ. %
S54_16	The individual consumer	19.8	21.9	25.3	32.9	.	.	1706	115	93.7
S54_17	Farmers	19.5	12.9	29.5	38.1	.	.	1706	115	93.7
S54_18	The food industry	18.1	10.4	25.4	46.1	0.1	.	1706	115	93.7
S54_19	Supermarkets	35.0	21.1	21.7	22.2	.	.	1706	115	93.7
S54_20	Public authorities	14.1	8.5	19.5	58.0	.	.	1706	115	93.7

Whether food safety is under control

name	Label	0: Not at all	1: To some extent	2: To a great extent	3: To a very great extent	4: Illegal answer	5: Illegal answer	Answ.	Miss.	Answ. %
S54_21	The individual consumer	54.0	25.9	12.9	7.2	.	.	1719	102	94.4
S54_22	Farmers	23.0	14.3	26.1	36.6	.	.	1719	102	94.4
S54_23	The food industry	9.1	3.3	16.4	71.1	0.1	.	1719	102	94.4
S54_24	Supermarkets	24.0	13.4	26.4	36.2	.	.	1719	102	94.4
S54_25	Public authorities	16.6	5.8	17.0	60.6	.	.	1719	102	94.4

Whether farmers get a fair price for their products

name	label	0: Not at all	1: To some extent	2: To a great extent	3: To a very great extent	4: Illegal answer	5: Illegal answer	Answ.	Miss.	Answ. %
S54_26	The individual consumer	39.6	25.4	23.8	11.2	0.1	.	1722	99	94.6
S54_27	Farmers	24.3	17.5	25.6	32.7	.	.	1722	99	94.6
S54_28	The food industry	13.7	8.5	24.2	53.6	.	.	1722	99	94.6
S54_29	Supermarkets	25.0	16.1	28.7	30.2	.	.	1722	99	94.6
S54_30	Public authorities	30.0	16.5	21.5	32.0	.	.	1722	99	94.6

Whether a sustainable world will be handed on to future generations

name	label	0: Not at all	1: To some extent	2: To a great extent	3: To a very great extent	4: Illegal answer	5: Illegal answer	Answ.	Miss.	Answ. %
S54_31	The individual consumer	13.5	10.3	15.6	60.6	.	.	1715	106	94.2
S54_32	Farmers	20.2	8.2	16.9	54.8	.	.	1715	106	94.2
S54_33	The food industry	19.5	9.3	16.7	54.5	0.1	.	1715	106	94.2
S54_34	Supermarkets	29.6	14.1	15.5	40.8	.	.	1715	106	94.2
S54_35	Public authorities	12.4	5.5	13.5	68.6	.	.	1715	106	94.2

Table 56, To what extent do you agree with the following statements?

name	label	Totally disagree	Partially disagree	Neither agree nor disagree	Partially agree	Totally agree	Answ.	Miss.	Answ. %
S55_01	The individual consumer should take <i>political</i> considerations into account when shopping (for example: not buying products from a particular country due to the politics pursued in that country)	8.1	8.0	24.4	41.8	17.6	1794	27	98.5
S55_02	The individual consumer should take <i>ethical</i> considerations into account when shopping (for example: whether child labour or animal experiments have been used in production)	2.2	3.0	11.7	42.1	41.0	1796	25	98.6
S55_03	One must assume that politicians and manufacturers take their responsibilities seriously, so that consumers don't have to worry about politics and ethics when they are shopping	9.8	18.0	16.8	30.2	25.2	1788	33	98.2
S55_04	Consumers do have a political and ethical responsibility when shopping	4.2	5.0	24.8	44.1	21.9	1782	39	97.9
S55_05	It is important to consider the consequences of one's shopping on the outside world	3.6	5.8	28.8	43.7	18.1	1784	37	98.0
S55_06	Political and ethical problems cannot be solved by the way one uses one's purse / shopping basket	6.4	14.4	25.8	25.4	28.0	1790	31	98.3

Table 57, To what extent do you agree with the following statements about your own shopping?

name	label	Totally disagree	Partially disagree	Neither agree nor disagree	Partially agree	Totally agree	Answ.	Miss.	Answ. %
S56_01	It is important to me to boycott certain products for political and ethical reasons	9.4	8.2	28.8	35.9	17.7	1796	25	98.6
S56_02	It is important to me to boycott certain products for environmental reasons	5.8	7.2	25.4	41.4	20.3	1796	25	98.6
S56_03	It is important to me to buy certain products for political or ethical reasons	11.4	9.6	38.2	28.6	12.2	1795	26	98.6
S56_04	It is important to me to buy certain products for environmental reasons	5.4	6.3	27.3	37.6	23.4	1796	25	98.6

Table 58, How concerned would you say you are about the way politics affects the following ...?

name	label	Not at all	To a small extent	To some extent	To a great extent	To a very great extent	Answ.	Miss.	Answ.%
S57_01	Issues in your own daily life	5.4	10.7	40.7	30.8	12.4	1797	24	98.7
S57_02	Issues in the wider society	4.9	10.9	44.8	28.1	11.3	1793	28	98.5

Table 59, People often describe their political views as being left-wing or right-wing. Where would you place yourself on the following scale?

name	1: Left wing	2	3	4	5	6	7	8	9	10: Right wing	Answ.	Miss.	Answ.%
S58_01	3	4.6	9.1	10.4	19.5	22.2	9.9	11.5	6.2	3.5	1699	122	93.3

Table 60, How do you feel about the different political parties? Please answer even if you do not usually vote.

name	label	1: Much in disagreement with this party	2	3	4	5: Much in agreement with the party	Don't know enough about the party	Answ.	Miss.	Answ.%
S59_01	Danish People's Party (Dansk Folkeparti)	28.7	17.8	21.9	14.6	9.6	7.4	1769	52	97.1
S59_02	Conservative Party (Det Konservative Folkeparti)	11.5	21.3	29.5	19.9	6.3	11.5	1760	61	96.7
S59_03	Social Liberal Party (Det Radikale Folkeparti)	14.4	27.4	31.7	10.3	2.3	13.8	1753	68	96.3
S59_04	Unity List (Enhedslisten)	41.3	17.9	12.6	7.9	1.8	18.5	1763	58	96.8
S59_05	Christian Democrats (Kristendemokraterne)	30.7	23.0	14.5	4.4	1.2	26.1	1760	61	96.7
S59_06	Minority Party (Minoritetspartiet)	35.1	10.8	4.0	0.4	0.4	49.3	1754	67	96.3
S59_07	New Alliance (Ny Alliance)	24.7	22.4	19.7	5.1	0.8	27.3	1759	62	96.6
S59_08	Social Democrats (Socialdemokraterne)	7.9	20.2	30.3	24.4	10.9	6.2	1759	62	96.6
S59_09	Socialist People's Party (SF)	14.6	18.0	20.3	21.6	12.9	12.5	1762	59	96.8
S59_10	Liberal Party (Venstre)	15.6	18.7	21.7	24.0	13.9	6.2	1774	47	97.4

Table 61, What do you do when voting in an election?

name	label	Not at all	To a small degree	To some degree	To a high degree	To a very high degree	Don't know	Answ.	Miss.	Answ.%
S60_01	Do you usually vote for a particular political party	4.8	4.1	32.5	32.7	23.8	2.0	1778	43	97.6
S60_02	Does your vote depend on the particular issues under discussion	25.4	27.0	30.6	9.0	3.6	4.4	1737	84	95.4

Table 62, Who did you vote for in the last general election?

	S61_01
Did not vote	3.1
Do not remember	6.1
Danish People's Party (Dansk Folkeparti)	10.8
Conservative Party (Det Konservative Folkeparti)	8.7
Social Liberal Party (Det Radikale Folkeparti)	3.6
Unity List (Enhedslisten)	1.4
Christian Democrats (Kristendemokraterne)	1.9
Minority Party (Minoritetspartiet)	0.1
New Alliance (Ny Alliance)	2.2
Social Democrats (Socialdemokraterne)	24.9
Socialist People's Party (SF)	13.9
Liberal Party (Venstre)	23.3
Answ.	1759
Miss.	62
Answ.%	96.6

Table 63, What type of job or study do you and your spouse/partner have?

name	label	1: Sedentary work	2	3	4	5: Hard physical work	Do not have a job	No spouse partner	Answ.	Miss.	Answ.%
S62_01	My job is mostly	15.2	11.4	16.5	12.6	7.1	37.1	-	1750	71	96.1
S62_02	My spouse/partner's job is mostly	7.7	6.6	9.7	9.6	7.2	17.6	41.7	1791	30	98.4

Table 64, Current or most recent employment: (If you or your spouse/partner are retired, note the most recent form of employment. Ignore question about spouse/partner if you do not have one.)

name	label	Self employed	Em- ployed in the private sector	Em- ployed in the public sector	Student	Have never been em- ployed	No spouse partner	Answ.	Miss.	Answ.%
S63_01	Current or most recent employment: I	5.5	40.2	50.4	2.4	1.5	-	1725	96	94.7
S63_02	Current or most recent employment: My spouse/partner	6.0	33.1	17.8	0.6	0.3	42.1	1723	98	94.6

Table 65, Taking everything into consideration, how satisfied would you say you are with your life as a whole?

name	0: Illegal answer	1: Highly dissatisfied	2	3	4	5	6	7	8	9	10: Highly satisfied	Answ.	Miss.	Answ.%
S64_01	0.5	0.5	0.6	1.1	1.7	3.7	4.6	11.9	24.5	23.4	27.5	1802	19	99

Table 66, How would you rate your general physical health as compared to others your own age?

name	Very poor	Poor	Reasonable	Good	Very good	Answ.	Miss.	Answ.%
S65_01	1.2	6.5	20.0	51.3	20.9	1806	15	99.2

Table 67, How would you rate your physical form as compared to others your own age?

name	Very poor	Poor	Reasonable	Good	Very good	Answ.	Miss.	Answ.%
S66_01	1.2	8.7	30.0	45.8	14.2	1805	16	99.1

Table 68, The following question concerns your general state of well-being

name	label	1: Not at all	2	3: To a moderate extent	4	5: To a great extent	Have not got a job	Answ.	Miss.	Answ.%
S67_01	Do you have pain or feelings of discomfort	27.4	25.4	30.3	10.2	6.7	.	1797	24	98.7
S67_02	Are you anxious or depressed	65.8	20.7	9.0	3.3	1.2	.	1795	26	98.6
S67_03	Do you feel stressed in your everyday life	44.2	28.0	19.1	6.6	2.1	.	1791	30	98.4
S67_04	In general, do you feel you have influence over your own work	4.1	4.1	16.1	21.5	21.4	32.8	1767	54	97.0

Table 69, When was the last time you did the following things?

name	label	Within the last year	1-3 years ago	More than 3 years ago	Never	Don't know	Answ.	Miss.	Answ.%
S68_01	Had your blood pressure checked	68.8	17.0	11.5	1.3	1.4	1807	14	99.2
S68_02	Had your eyesight tested or controlled	45.0	33.5	18.5	2.4	0.7	1804	17	99.1
S68_03	Had your cholesterol level checked	42.2	15.2	9.8	28.8	4.0	1805	16	99.1

Table 70, Do you take any medicine regularly? (Include medicine prescribed by a doctor and non-prescription drugs such as pain-killers. Also include hormone preparations, but not birth-control pills. Do not include vitamin pills, minerals or alternative medicines)

name	No	Yes	Answ.	Miss.	Answ.%
S69_01	44.1	55.9	1765	56	96.9

Table 71, To what extent do you agree with the following statements about ways of controlling your weight?

name	label	Totally disagree	Partially disagree	Neither agree nor disagree	Partially agree	Totally agree	Answ.	Miss.	Answ. %
S70_01	I use my drinking habits to control my weight	45.3	6.9	32.0	12.4	3.5	1796	25	98.6
S70_02	I use my snacking habits to control my weight	52.3	6.6	23.2	12.2	5.7	1783	38	97.9
S70_03	I use the size of my meals to control my weight	18.8	7.6	25.3	35.8	12.4	1791	30	98.4
S70_04	I use the composition of my meals to control my weight	12.6	5.5	22.6	39.1	20.2	1795	26	98.6
S70_05	I use the number of my meals to control my weight	16.7	7.4	32.0	30.5	13.3	1787	34	98.1
S70_06	I use exercise to control my weight	14.1	8.6	24.7	34.3	18.3	1786	35	98.1
S70_07	I do not control my weight	26.2	21.8	22.1	16.2	13.6	1776	45	97.5
S70_08	I do not think about my weight	40.0	23.9	13.2	13.3	9.5	1792	29	98.4
S70_09	I do not care how much I weigh	70.9	15.5	7.0	4.6	2.1	1795	26	98.6

Table 72, To what extent do you agree with the following statements about physical exercise?

name	label	Totally disagree	Partially disagree	Neither agree nor disagree	Partially agree	Totally agree	Answ.	Miss.	Answ.%
S71_01	Exercising comes naturally to me	7.5	9.3	22.6	29.4	31.2	1789	32	98.2
S71_02	It is important to me to exercise	5.4	6.7	22.2	30.2	35.4	1786	35	98.1
S71_03	I am not interested in exercise	45.7	18.2	17.4	12.7	6.0	1778	43	97.6
S71_04	I am very involved in exercising	17.5	17.6	27.0	24.7	13.2	1779	42	97.7
S71_05	I like exercising	7.3	9.6	22.0	32.9	28.2	1781	40	97.8
S71_06	Exercise is important for my general health	3.0	3.1	14.9	33.6	45.4	1786	35	98.1
S71_07	Exercise is important for my sense of well-being	3.0	3.3	18.2	32.8	42.6	1776	45	97.5
S71_08	Exercise is important for my appearance	7.7	7.4	31.3	29.7	23.9	1755	66	96.4
S71_09	I don't like exercising	42.9	21.4	16.3	12.4	6.9	1763	58	96.8
S71_10	I don't make the effort to exercise	30.7	17.0	19.6	21.3	11.3	1773	48	97.4
S71_11	I would like to exercise more	7.9	6.6	22.7	34.5	28.4	1767	54	97.0
S71_12	Exercising is not important	67.3	16.5	9.0	3.7	3.5	1770	51	97.2
S71_13	Exercising is a waste of time	70.7	15.5	10.1	2.3	1.4	1780	41	97.7
S71_14	Exercise is relaxing	5.0	3.9	18.2	31.9	41.1	1783	38	97.9
S71_15	Exercise gives me more energy	1.9	2.3	14.0	33.7	48.2	1770	51	97.2
S71_16	I don't have the time to exercise	39.8	19.7	22.0	14.0	4.5	1781	40	97.8
S71_17	I am unable to exercise on account of illness	64.1	9.2	11.0	10.1	5.7	1786	35	98.1

Table 73, Why do you exercise? (Please tick one box on each line. Go to question 73 if you never exercise)

name	label	Totally disagree	Partially disagree	Neither agree nor disagree	Partially agree	Totally agree	Answ.	Miss.	Answ.%
S72_01	I exercise in order to get some time on my own	34.8	12.5	35.1	12.1	5.5	1576	245	86.5
S72_02	I exercise in order to lose weight/maintain my weight	9.3	5.1	21.4	38.8	25.3	1575	246	86.5
S72_03	I exercise in order to be together with other people	26.4	12.4	27.9	22.0	11.3	1577	244	86.6
S72_04	Exercising gives me a good conscience	6.0	3.1	22.3	36.5	32.0	1576	245	86.5
S72_05	I exercise in order to relieve health problems/physical problems	10.7	5.1	22.1	31.9	30.2	1581	240	86.8

Table 74, Please write down the number of minutes (per day) for each of these activities in an average week:

Total no. of minutes, per week:	0	1-30	31-60	61-180	181-240	241-360	361-480	>480	Answ.	Miss.	Answ.%
Sports	32.8	3.2	12.6	32.8	6.4	6.8	3.02	2.4	760	1061	58.3
Aktive exercise	6.02	1.8	6.1	28.0	18.2	16.3	11.4	12.2	393	1428	78.4
Light exercise	1.2	1.4	3.7	27.0	18.3	11.3	13.8	23.5	283	1538	84.5

Answers for individual days are also available

Table 75, How do you rate your own weight, the weight of your spouse/partner and that of your children, who live at home?

name	label	Underweight	Standard weight	A little overweight	Somewhat overweight	Much overweight	Don't know	Not in the household	Answ.	Miss.	Answ.%
S74_01	I am	2.6	41.7	34.7	15.1	4.7	1.2	.	1806	15	99.2
S74_02	My spouse/partner is	2.1	28.6	17.0	7.7	2.0	0.7	42.0	1813	8	99.6
S74_03	My oldest child is	1.8	19.6	2.4	0.8	0.3	0.4	74.7	1817	4	99.8
S74_04	My second oldest child is	1.0	12.1	1.5	0.3	0.2	0.1	84.8	1816	5	99.7
S74_05	My third oldest child is	0.4	3.1	0.4	0.1	.	.	96.0	1816	5	99.7
S74_06	My fourth oldest child is	.	0.7	0.2	0.1	0.1	.	99.1	1816	5	99.7
S74_07	My fifth oldest child is	0.1	0.1	.	0.1	.	.	99.8	1816	5	99.7

Table 76, How do you think they themselves would rate their own weight?

name	label	I do not think he/she is aware of weight	I think he/she feels:					I don't know	Not in household	Answ.	Miss.	Answ.%
			Underweight	Standard weight	A little overweight	Somewhat overweight	Much overweight					
S75_01	My spouse/partner	0.1	1.5	26.3	20.1	6.7	1.4	1.7	42.2	1807	14	99.2
S75_02	My oldest child	5.5	1.0	12.7	4.1	0.9	0.4	0.6	74.8	1814	7	99.6
S75_03	My second oldest ch.	4.1	0.6	7.4	2.1	0.6	0.1	0.3	84.8	1814	7	99.6
S75_04	My third oldest child	1.0	0.2	2.2	0.4	0.2	0.1	0.1	95.8	1815	6	99.7
S75_05	My fourth oldest child	0.3	.	0.4	0.1	.	0.1	0.1	99.0	1816	5	99.7
S75_06	My fifth oldest child	0.1	.	0.1	.	.	0.1	0.1	99.7	1815	6	99.7

Table 77, Date of birth, sex, height and weight for all members of the household

These answers are to elaborate to present here. Data need to be checked before actual use. Some answers are inconsistent and some spouses may actually be children.

Table 78, Are you or your spouse/partner...? (Please tick one box in each column. Ignore the boxes in the right hand column if you do not have a spouse/partner)

name	label	pregnant	not pregnant, but have given birth within the last year	not pregnant	a man	no spouse/partner	Answ.	Miss.	Answ. %
S77_01	Are you:	1.0	2.2	81.7	15.1	.	1813	8	99.6
S77_02	Is your spouse/partner:	0.2	0.5	9.0	49.6	40.7	1785	36	98.0

Table 79, Would you like to weigh more or less than you do now?

name	No, I am satisfied with my weigh	Would like to lose weight	Would like to gain weight	Don't know	Answ.	Miss.	Answ. %
S78_01	30.2	64.9	2.3	2.6	1771	50	97.3

Table 80, How many of your friends/acquaintances, colleagues or family members outside your own household are overweight?

name	label	All	Most of them	Quite a few	A few	None	Don't know	Do not have any	Answ.	Miss.	Answ. %
S79_01	Friends/acquaintances	0.1	2.7	22.4	62.6	5.4	6.6	0.3	1759	62	96.6
S79_02	Colleagues	0.3	1.0	22.7	37.3	6.1	6.6	26.0	1644	177	90.3
S79_03	Family members outside your household	0.3	2.7	21.0	57.9	10.0	7.4	0.7	1746	75	95.9

Table 81, Do you or your spouse/partner smoke?

name	label	Never smoked, not even at parties	Has smoked earlier, but not anymore	Only smokes at parties social gatherings	Smokes on ordinary days	Do not have a spouse partner	Answ.	Miss.	Answ. %
S80_01	Myself	48.1	30.2	4.0	17.8	.	1797	24	98.7
S80_02	My spouse/partner	21.4	21.0	2.5	12.9	42.1	1806	15	99.2

Table 82, How many units of alcohol do you and your spouse/partner typically drink per week?

name	label	0-1 unit	2-5 units	6-9 units	10-14 units	15-21 units	22-28 units	More than 28 units	Do not have a spouse partner	Answ.	Miss.	Answ. %
S81_01	How many units of alcohol do you typically drink per week?	48.0	26.2	12.4	7.6	3.7	1.2	0.8	.	1792	29	98.4
S81_02	How many units of alcohol does your spouse/partner typically drink per week?	16.6	18.9	9.2	6.9	3.9	1.3	1.0	42.3	1803	18	99.0

Table 83, How many times within the last month have you and your spouse/partner drunk five units or more of alcohol during a single occasion?

name	label	0 times	1-2 times	3-5 times	6-9 times	More than 9 times	Do not have a spouse/partner	Answ.	Miss.	Answ. %
S82_01	How many times within the last month have you drunk five units or more of alcohol during a single occasion?	60.4	31.0	6.3	1.2	1.2	.	1796	25	98.6
S82_02	How many times within the last month has your spouse/partner drunk five units or more of alcohol during a single occasion?	25.5	23.6	5.6	1.4	1.4	42.4	1801	20	98.9

Table 84, How many units of alcohol do you think the National Health Service of Denmark recommends adults to drink at most per week?

name	label	9 at the most per week	14 at the most per week	21 at the most per week	28 at the most per week	Don't know	Answ.	Miss.	Answ. %
S83_01	Women	13.5	73.2	3.5	.	9.8	1789	32	98.2
S83_02	Men	1.8	10.6	74.9	2.2	10.5	1720	101	94.5

Table 85, How much do you think would be healthiest for you to drink per week?

name	label	None	Moderate consumption	Don't know	Answ.	Miss.	Answ. %
S84_01	Beer	48.0	43.0	9.1	1778	43	97.6
S84_02	White wine	40.0	49.7	10.3	1747	74	95.9
S84_03	Red wine	23.8	68.7	7.5	1779	42	97.7
S84_04	Spirits	66.9	23.1	10.0	1750	71	96.1

Table 86, About how many times during the last year have you ...?

name	label	0 times	1-2 times	3-5 times	More than 5 times	Don't know	Answ.	Miss.	Answ. %
S85_01	Been to an opera, a ballet or a classical concert	74.5	18.6	4.2	2.6	0.1	1799	22	98.8
S85_02	Been to the theatre	54.0	31.6	9.3	5.0	0.1	1797	24	98.7
S85_03	Been to the cinema	38.0	31.5	16.6	13.8	0.1	1799	22	98.8
S85_04	Been to a museum/art exhibition/art gallery	35.1	38.5	16.5	9.8	0.1	1797	24	98.7
S85_05	Been to a sporting event (not seen it on television)	66.4	19.2	6.0	8.2	0.2	1801	20	98.9
S85_06	Been to a rock/pop concert	68.4	24.4	5.2	1.8	0.2	1803	18	99.0

Table 87, About how many books are there in your home? (About 40 books cover 1 metre of a shelf. Do not include journals, newspapers or weekly magazines)

name	0-10 books	11-25 books	26-100 books	101-200 books	201-500 books	More than 500 books	Answ.	Miss.	Answ. %
S86_01	4.8	6.8	27.1	21.1	21.7	18.5	1792	29	98.4

Table 88, Do you have family, friends, acquaintances or other contacts who could help you with the following?

name	label	No	Yes, maybe	Yes, most certainly	Answ.	Miss.	Answ. %
S87_01	Dealing with a public authority	29.5	35.5	35.0	1792	29	98.4
S87_02	Getting you or your spouse/partner a job/a new job	50.9	38.6	10.5	1718	103	94.3
S87_03	Getting your children or children of your acquaintance a training/ apprenticeship placement	53.4	37.4	9.2	1678	143	92.1
S87_04	Getting your children or children of your acquaintance a job (after-school or full-time)	48.5	41.2	10.3	1675	146	92.0
S87_05	Helping you to find a flat if you needed one	39.4	43.3	17.3	1764	57	96.9

Table 89, Would you say that you, your spouse/partner or your friends/acquaintances have an influential role in the business community, in public administration or in politics? This influence can be at the national level, at a regional level or in the local community where you live. (Please tick at least one box on each line)

name	Label	No	Yes	Answ.	Miss.	Answ. %
s88_01	Neither me nor my spouse/partner have an influential role in the business community, public administration or politics	14.6	85.4	1725	96	94.7
s88_02	I or my spouse/partner have an influential role in the business community	92.5	7.5	1725	96	94.7
s88_03	I or my spouse/partner have an influential role in public administration	94.3	5.7	1725	96	94.7
s88_04	I or my spouse/partner have an influential role in politics	96.5	3.5	1725	96	94.7
s88_05	None of my friends or acquaintances have an influential role in	37.6	62.4	1713	108	94.1
s88_06	Friends or acquaintances have an influential role in the business community, public administration or politics	72.7	27.3	1713	108	94.1
s88_07	Friends or acquaintances have an influential role in the business community	86.4	13.6	1713	108	94.1
s88_08	Friends or acquaintances have an influential role in public administration	91.3	8.7	1713	108	94.1

Table 90, How many foreign languages do you speak fluently or moderately?

name	label	0 languages	1 language	2 languages	3 languages	4 languages or more	Answ.	Miss.	Answ. %
S89_01	Fluently or almost fluently	34.4	34.0	24.2	6.3	1.1	1615	206	88.7
S89_02	Only moderately	15.1	40.9	33.1	8.0	2.8	1672	149	91.8

Table 91, How many times during the last year have you been on holiday abroad?

name	0 times	1 time	2 times	3-4 times	More than 4 times	Answ.	Miss.	Answ. %
S90_01	34.8	29.3	20.6	11.1	4.2	1796	25	98.6

Table 92, Do you think that most people by and large are trustworthy or do you think you cannot be too careful when dealing with other people?

name	0: You cannot be too careful	1	2	3	4	5	6	7	8	9	10: Most people are trustworthy	Answ.	Miss.	Answ. %
S91_01	5.7	1.5	3.5	3.4	5.2	11.3	9.2	14.2	19.7	10.4	16.0	1796	25	98.6

Table 93, Do you think that other people generally try to be helpful to others or that they generally think of their own needs first and foremost?

name	0: Generally people think of their own needs first and foremost	1	2	3	4	5	6	7	8	9	10: Generally people try to be helpful to others	12: Illegal answer	Answ.	Miss.	Answ. %
S92_01	4.8	2.1	4.7	5.5	6.0	13.7	10.6	16.6	16.5	8.2	11.2	0.1	1808	13	99.3

Table 94, We would like to know if you or someone else in your household follows a special diet due to illness or allergy, for example, gluten allergy, diabetes or high cholesterol (to an extent that substantially influences the daily purchases of food). (Please tick more boxes if necessary and write when each single element started to influence your shopping)

name	_label_	No	Yes	antsvar	antmissing	svarprocent
s93_01	High cholesterol	79.3	20.7	1798	23	98.7
s93_02	Diabetes	90.5	9.5	1798	23	98.7
s93_03	Allergy	88.7	11.3	1798	23	98.7
s93_04	High blood pressure	77.8	22.2	1798	23	98.7
s93_05	Other condition	93.5	6.5	1798	23	98.7
s93_06	No one in the household suffers from illness or allergy that influences the household's food purchases*	37.5	62.5	1798	23	98.7

* Some of these households also state that they *do* suffer from a specific disease:

Reported diseases, only households who state that 'No one in the household suffers from illness or allergy that influences the household's food purchases'

s93_01	Frequency	Yes	No	Answ.
High cholesterol	25	2.2	97.8	1124
Diabetes	7	0.6	99.4	1124
Allergy	15	1.3	98.7	1124
High blood pressure	47	4.2	95.8	1124
Other condition	7	0.6	99.4	1124

Table 95, Think about an average week during the year. How many days of the week do the members of your household eat a lunch that is not registered in the shopping diary? (Please use whole numbers. Write 0 if it is less than once a week)

name	Lunch not included in dairy, days per week:	0	1	2	3	4	5	6	7	8	9	Answ.	Miss.	Answ.%
S94_01	Myself	47.7	13.0	8.6	5.1	4.8	16.5	1.0	3.2	0.1	0.1	1489	332	81.8
S94_02	My spouse/partner	50.3	11.2	6.0	4.6	3.4	19.0	1.7	3.6	0.1	.	872	949	47.9
S94_03	Oldest child	40.5	12.6	7.1	5.5	4.7	25.3	1.8	2.4	.	.	380	1441	20.9
S94_04	Second oldest child	47.1	14.7	9.7	4.2	2.1	19.3	1.7	1.3	.	.	238	1583	13.1
S94_05	Third oldest child	67.2	6.6	8.2	6.6	.	11.5	61	1760	3.3
S94_06	Fourth oldest child	76.9	7.7	.	7.7	.	7.7	13	1808	0.7
S94_07	Fifth oldest child	33.3	66.7	3	1818	0.2
S94_08	Don't know: Myself	.	100.0	282	1539	15.5
S94_09	Don't know: My spouse/partner	.	100.0	154	1667	8.5
S94_10	Don't know: Oldest child	.	100.0	67	1754	3.7
S94_11	Don't know: Second oldest child	.	100.0	36	1785	2.0
S94_12	Don't know: Third oldest child	.	100.0	15	1806	0.8
S94_13	Don't know: Fourth oldest child	.	100.0	7	1814	0.4
S94_14	Don't know: Fifth oldest child	.	100.0	2	1819	0.1
S94_15	My spouse/partner Not in the household	.	100.0	736	1085	40.4
S94_16	Oldest child Not in the household	.	100.0	1284	537	70.5
S94_17	Second oldest child Not in the household	.	100.0	1458	363	80.1
S94_18	Third oldest child Not in the household	.	100.0	1639	182	90.0
S94_19	Fourth oldest child Not in the household	.	100.0	1688	133	92.7
S94_20	Fifth oldest child Not in the household	.	100.0	1699	122	93.3

Table 96, How big a part of the family's total consumption of the following products is not purchased in shops and such places, but is grown by yourself, produced by family members, or is given to your household as gifts?

name	label	No-thing	Less than 10	10-25	26-50	51-75	More than 75	Don't know	Do not use the product	Answ.	Miss.	Answ. %
S95_01	Vegetables	46.4	28.3	11.2	5.5	3.1	2.9	2.2	0.4	1793	28	98.5
S95_02	Fruit	46.1	29.7	11.0	5.3	2.2	3.0	2.4	0.4	1784	37	98.0
S95_03	Eggs	73.2	9.7	2.9	2.2	1.4	7.3	2.4	0.9	1778	43	97.6
S95_04	Meat	74.5	9.0	4.3	2.8	1.7	3.8	2.4	1.5	1773	48	97.4
S95_05	Fish	71.3	13.3	3.9	2.3	1.2	3.7	2.6	1.6	1778	43	97.6

Documentation of CONCEPT questionnaires

Appendix D: Questionnaire 2007, translated version

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Institute of Food and Resource Economics
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May 2009

Questionnaire

Household Goods, Physical Exercise and Social Issues

This questionnaire is developed by AKF, the Danish Institute of Governmental Research. AKF is an independent institute that undertakes research on a range of social issues.

The results of this study will be used in our research about consumers, in which we want to learn more about consumers' views about food and other matters. It is important that the person who answers this questionnaire is the same person who usually fills out the food diary in your household.

In the following, we ask you about your shopping habits and your attitudes to food in general, among other matters. Please just give your immediate reaction to our questions, simply noting the answer that best matches the way you experience things in your everyday life.

It is important that you do not feel some answers are more correct than others. We are interested to hear your honest opinions. Even though your answers might seem obvious and maybe commonplace to you, they are of great interest to us. Every single answer gives us new, valuable information that we need.

Contact

Signe Krarup

Phone: 33110300

Mail: sk@akf.dk

Internet: www.akf.dk

Nr.:

Background

1. About yourself:

I am a 1 Woman 2 Man (11)

2. About your household: (Please tick one box on each line)

	Yes	No	
I have a partner/spouse	1	2	(12)
There are children living at home in the household	1	2	(13)

3. In some families the children live alternately with their father and mother. Therefore, we would like to know how much time the individual child lives in *your* household. Please tick the box 'All the time' if the child is not a joint-custody child.

(Please tick one box on each line. Go to question 4 if you do not have any children living at home)

	All the time	More than half of the time	Half of the time	Less than half of the time		Not in the household	
Oldest child	1	2	3	4			(14)
Second oldest child	1	2	3	4		5	(15)
Third oldest child	1	2	3	4		5	(16)
Fourth oldest child	1	2	3	4		5	(17)
Fifth oldest child	1	2	3	4		5	(18)

Shopping

The following questions are about shopping habits in your household. Bear in mind the usual habits as regards the major part of the food that is bought.

4. Who does the shopping? (Please tick one box on each line. Go to question 5, if you do not have any partner/spouse)

	Almost never				Almost always	
Me and my partner/spouse together ...	1	2	3	4	5	(19)
My partner/spouse on his/her own	1	2	3	4	5	(20)
Me on my own	1	2	3	4	5	(21)

5. To what degree do the different family members influence what is on the menu for supper?

(Please tick one box on each line. Go to question 6 if you have neither children nor partner/spouse)

	To a very minor degree	To a minor degree	To some degree	To a high degree	To a very high degree	
Me	1	2	3	4	5	(22)
My partner/spouse	1	2	3	4	5	(23)
My children	1	2	3	4	5	(24)

6. The next questions are about how you plan what is on the menu in your household

(Please tick one box on each line)

	Almost never				Almost always	
<i>How often...</i>						
...do you plan your shopping for more than a day at a time?	1	2	3	4	5	(25)
...do you more or less plan what you are going to eat before you shop?	1	2	3	4	5	(26)
...do you revise the plan because there is something more tempting in the shop?	1	2	3	4	5	(27)
...do you eat all the fruit and vegetables bought for the household?	1	2	3	4	5	(28)

7. To what extent do you agree with the following statements?

	Not at all	Only to a small extent	To some extent	To a great extent	
I would very much like to plan my shopping better than I do now	1	2	3	4	(29)

8. How do the following characteristics influence your choice of products when buying food?*(Please tick one box on each line)*

	Dislike very much		Unimportant		Like very much	
That the product is fresh	1	2	3	4	5	6 7 (30)
That the product is quick to prepare	1	2	3	4	5	6 7 (31)
That the price is low.....	1	2	3	4	5	6 7 (32)
That the product is healthy.....	1	2	3	4	5	6 7 (33)
That the product is organic.....	1	2	3	4	5	6 7 (34)
That the product does not contain artificial additives	1	2	3	4	5	6 7 (35)
That the product is produced in Denmark.....	1	2	3	4	5	6 7 (36)
That the product is a 'light' product	1	2	3	4	5	6 7 (37)
That the product has a low fat content	1	2	3	4	5	6 7 (38)

Cooking**9. People like to eat different *kinds of food*. Some make traditional Danish food for the most part, such as meatballs or cutlets, while others mostly make modern dishes such as a stir-fry or sushi. On this scale, where would you place the kind of food you make for the most part in your household?**

Traditional	Neither traditional nor modern			Modern			
1	2	3	4	5	6	7	(39)

10. Who prepares supper? (Please tick one box on each line. Go to question 11 if you have no partner/spouse)

	Almost never		Almost always	
Me and my partner/spouse together	1	2	3	4 5 (40)
My partner/spouse on his/her own.....	1	2	3	4 5 (41)
Me on my own.....	1	2	3	4 5 (42)

11. How often do the children participate in cooking supper?*(Go to question 12 if there are no children in the household)*

	Almost never		Almost always	
The children participate	1	2	3 4 5 (43)	

Information about eating habits

12. The following questions are about how you examine a product you are not used to buying

(Please tick one box on each line)

	Almost never				Almost always	
How often do you read product information on the label the first time you buy a new product?	1	2	3	4	5	(44)
When you read the product information do you compare the product information on the 'new' product with the product information on a similar product which you are used to buying?	1	2	3	4	5	(45)
When you read product information, do you find it difficult to understand what it means?.....	1	2	3	4	5	(46)

13. The Danish Veterinary and Food Administration wants to inform people about healthy eating habits and has therefore formulated some dietary recommendations. The following questions are about their advice:

(Please tick one box on each line)

How many pieces of fruit / helpings of vegetables (at least) are adults recommended to eat every day?	1 portion ₁	2 portions ₂	4 portions ₃	6 portions ₄	Don't know ₅	(47)
Are potatoes included in the recommended amount of 'fruit and vegetables'?			Yes ₁	No ₂	Don't know ₃	(48)
How many grams (at least) of fish or fish products are adults recommended to eat each week?	50-100 g ₁	100-200 g ₂	200-300 g ₃	300-400 g ₄	Don't know ₅	(49)

Nutrition

14. Food is made up of many single components. How do these components influence you when you are choosing what to eat? *(Please tick one box on each line)*

	I would very much like to avoid this			This is not important to me			I would very much like to have this	
Vegetable fat	1	2	3	4	5	6	7	(50)
Animal fat.....	1	2	3	4	5	6	7	(51)
Protein	1	2	3	4	5	6	7	(52)
Sugar	1	2	3	4	5	6	7	(53)
Other carbohydrates.....	1	2	3	4	5	6	7	(54)
Salt	1	2	3	4	5	6	7	(55)
Fibres.....	1	2	3	4	5	6	7	(56)
Vitamins	1	2	3	4	5	6	7	(57)

15. Is there anything in general you ought to do differently in order to lead a healthier life?*(Please tick one box on each line)*

	I ought to eat						Don't know	
	Much less	A little less	The way I do now	A little more	Much more			
Vegetable fat	1	2	3	4	5	6	(58)	
Animal fat.....	1	2	3	4	5	6	(59)	
Protein	1	2	3	4	5	6	(60)	
Sugar	1	2	3	4	5	6	(61)	
Other carbohydrates	1	2	3	4	5	6	(62)	
Salt	1	2	3	4	5	6	(63)	
Fibres.....	1	2	3	4	5	6	(64)	
Vitamins	1	2	3	4	5	6	(65)	
Fish.....	1	2	3	4	5	6	(66)	
Vegetables	1	2	3	4	5	6	(67)	
Fruit.....	1	2	3	4	5	6	(68)	
Total amount of food	1	2	3	4	5	6	(69)	

In the following we ask you a series of questions about food and health. In this connection, health is to be understood as nutritional health, that is, whether one gets enough vitamins and minerals, does not eat too many fatty foods and has a varied diet.

16. To what extent do you agree with the following statements about your everyday food?*(Please tick one box on each line)*

	Neither					
	Totally disagree	Partially disagree	agree nor disagree	Partially agree	Totally agree	
It is difficult to eat healthily without compromising with the taste	1	2	3	4	5	(70)
Eating healthily comes naturally to me	1	2	3	4	5	(71)
I seldom think about whether the food I eat is healthy.....	1	2	3	4	5	(72)
Using synthetic sweetener is a good way to avoid calories in my opinion.....	1	2	3	4	5	(73)
I can easily compromise with health so long as the food tastes nice.....	1	2	3	4	5	(74)
I can easily compromise with taste so long as the food is healthy.....	1	2	3	4	5	(75)
If I eat vitamin pills I do not need to think so much about whether there are enough vitamins in my food	1	2	3	4	5	(76)
I would like to have healthier eating habits.....	1	2	3	4	5	(77)

17. To what extent do you agree with the following? (Please tick one box on each line)

	I think				I totally agree	
	I think the opposite		there is no difference			
Healthy food usually tastes better than unhealthy food	1	2	3	4	5	(78)
Healthy food takes longer to prepare than unhealthy food.....	1	2	3	4	5	(79)
It is more difficult to prepare healthy food than unhealthy food	1	2	3	4	5	(80)
Public authorities ought to take bigger responsibility for children's eating habits.....	1	2	3	4	5	(81)

18. To what extent do you agree with the following statements? (Please tick one box on each line)

	Totally disagree	Partially disagree	Neither agree nor disagree	Partially agree	Totally agree	
I am in doubt about what to eat in order to eat healthily.....	1	2	3	4	5	(82)
Often, I can use the name of the producer in order to judge if the product is healthy	1	2	3	4	5	(83)
I do not feel up to learning about how to eat healthily	1	2	3	4	5	(84)
Experts recommend new things all the time, so I have stopped listening.....	1	2	3	4	5	(85)
It is important to me that my food is healthy	1	2	3	4	5	(86)
I eat healthily	1	2	3	4	5	(87)
It is okay to eat an unhealthy supper a couple of times per week.....	1	2	3	4	5	(88)
It is mainly the parents' responsibility to make the children eat healthy	1	2	3	4	5	(89)
When your children become teenagers you can no longer control what they eat.....	1	2	3	4	5	(90)

19. To what extent do you agree with the following statements about your partner's/spouse's attitude to healthy food? (Please tick one box on each line. Go to question 20, if you do not have a partner/spouse)

	I think the opposite	I neither agree nor disagree	I totally agree	Don't know			
My partner/spouse eats healthy	1	2	3	4	5	6	(91)
When something healthy is served my partner/spouse usually thinks it tastes good	1	2	3	4	5	6	(92)

20. To what extent do you agree with the following statements about the food habits of your children living at home? (Please tick one box on each line. Go to question 21, if you do not have any children)

	I think the opposite	I neither agree nor disagree	I totally agree	Don't know			
It is important that my children's food is healthy.....	1	2	3	4	5	6	(93)
My children eat healthily.....	1	2	3	4	5	6	(94)
When served something healthy my children usually think it tastes nice	1	2	3	4	5	6	(95)
We eat healthier food because of the children in our household	1	2	3	4	5	6	(96)

Views about Food

21. To what extent do you agree with the following statements about shopping? (Please tick one box on each line.) K02

			Neither				
	Totally	Partially	agree nor	Partially	Totally		Don't
	disagree	disagree	disagree	agree	agree		know
Price is more important than quality.....	1	2	3	4	5		6 (11)
I attach great importance to nice food	1	2	3	4	5		6 (12)
Food is an important part of the joy of life for me.....	1	2	3	4	5		6 (13)
Synthetic sweetener may be harmful to health	1	2	3	4	5		6 (14)
It is important that my food does not have additives.....	1	2	3	4	5		6 (15)
Food produced in an environmentally friendly way is better for my health.....	1	2	3	4	5		6 (16)
Joy of living is more important to peoples' health than food habits	1	2	3	4	5		6 (17)
As far as possible, I use seasonal fruit and vegetables.....	1	2	3	4	5		6 (18)
It is not particularly important to me whether the food I buy is environmentally friendly.....	1	2	3	4	5		6 (19)
It is not particularly important to me whether animal welfare has been taken into account when producing the food I buy.....	1	2	3	4	5		6 (20)
The design of the food products' wrapping matters to me when buying the product	1	2	3	4	5		6 (21)
I like the thought behind fair trade products (e.g. Max Havelaar)	1	2	3	4	5		6 (22)
I might well buy a product because of the story behind it (such as salt from Læsø or apples from Lilleø).....	1	2	3	4	5		6 (23)

22. To what extent do you agree with the following statements about cooking? Please answer all the questions even if you do not have children or a partner/spouse. (Please tick one box on each line)

			Neither				
	Totally	Partially	agree nor	Partially	Totally		Don't
	disagree	disagree	disagree	agree	agree		know
I am not very interested in food and cooking.....	1	2	3	4	5		6 (24)
I get stressed when I have to cook new dishes.....	1	2	3	4	5		6 (25)
It is important to me that my food looks appetising and interesting	1	2	3	4	5		6 (26)
The most important thing about a meal is to get enough to eat.....	1	2	3	4	5		6 (27)
It is important to involve one's children in cooking.....	1	2	3	4	5		6 (28)
Ideally, everybody in the household should cook supper together	1	2	3	4	5		6 (29)
It is important that the family eat their supper together	1	2	3	4	5		6 (30)

23. To what extent do you agree with the following statements about cooking? (Please tick one box on each line)

	Not at all	Only to a small extent	To some extent	To a great extent	
Everyday cooking should be over and done with as quickly as possible	1	2	3	4	(31)
I like to spend a longer time cooking during the weekend	1	2	3	4	(32)
I like to cook new dishes	1	2	3	4	(33)
As far as possible I make food from scratch and avoid readymade meals ...	1	2	3	4	(34)
I like to try out new dishes without using a recipe.....	1	2	3	4	(35)
I find new recipes on the Internet.....	1	2	3	4	(36)

Food Production**24. When choosing between different food products, where do you generally prefer your food to come from? (Please tick one box on each line)**

A big producer	1	2	3	4	5	A small producer	(37)
A foreign producer	1	2	3	4	5	A Danish producer	(38)
A well-known brand	1	2	3	4	5	A small niche product	(39)

25. How often do you worry about the following problems? (Please tick one box on each line)

	Never	Seldom	Now and again	Often	Very often	Don't know	
That food products may be genetically modified	1	2	3	4	5	6	(40)
That meat might be infected by mad cow disease...	1	2	3	4	5	6	(41)
That meat might be infected by bird flue.....	1	2	3	4	5	6	(42)
Whether there is salmonella, campylobacter or some other kind of bacteria in the food that can make one ill.....	1	2	3	4	5	6	(43)
Whether there are pesticides or medicine residues in food products	1	2	3	4	5	6	(44)
How much energy is used to produce and transport food products.....	1	2	3	4	5	6	(45)

26. To what extent do you agree with the following statements? (Please tick one box on each line)

	I think the opposite		I neither agree nor disagree		I totally agree	Don't know	
I think that industrial manufacturing and processing adds to the health value of foods	1	2	3	4	5	6	(46)
It is important to me to support Danish farmers.....	1	2	3	4	5	6	(47)

27. To what extent do you agree with the following statements? (Please tick one box on each line)

	I think the opposite			I think there is no difference			I totally agree	Don't know	
I think most big food producers are more interested in making money, than are small producers.....	1	2	3	4	5	6			(48)
I think most big food producers are less interested in the nutritional quality of their products, than are small producers.....	1	2	3	4	5	6			(49)
I think there are more pesticides and medicine residues in Danish food products, than in foreign products.....	1	2	3	4	5	6			(50)
I think there is less animal welfare in foreign agriculture, than in Danish agriculture.....	1	2	3	4	5	6			(51)
I think Danish farmers cheat more than foreign.....	1	2	3	4	5	6			(52)

Organic Products and Production

28. Do you know or recognise the Danish Ø-label (organic label) shown below? K03

(Normally the label is red)



Yes, I know it	1	(11)
Yes, I have seen it before.....	2	
No	3	

29. Do you find any difference in *the taste* of the following products, depending on whether the product is organic or conventional? (Please tick one box on each line)

	Conventional products have the best taste		No difference between conventional and organic		Organic products have the best taste		Have not <i>tasted</i> the organic kind		
Fruit.....	1	2	3	4	5	6	7	8	(12)
Vegetables	1	2	3	4	5	6	7	8	(13)
Meat	1	2	3	4	5	6	7	8	(14)
Milk.....	1	2	3	4	5	6	7	8	(15)
Flour, grain, etc.	1	2	3	4	5	6	7	8	(16)
Bread.....	1	2	3	4	5	6	7	8	(17)

30. Do you find any difference in how *appetising* the following products look depending on whether the product is organic or conventional? Think of the product itself and not its wrapping. (Please tick one box on each line)

	Conventional products look more appetising		No difference between conventional and organic		Organic products look more appetising		Have not <i>seen</i> the organic version		
Fruit.....	1	2	3	4	5	6	7	8	(18)
Vegetables	1	2	3	4	5	6	7	8	(19)
Meat	1	2	3	4	5	6	7	8	(20)
Milk.....	1	2	3	4	5	6	7	8	(21)
Flour, grain, etc.	1	2	3	4	5	6	7	8	(22)
Bread.....	1	2	3	4	5	6	7	8	(23)

31. To what extent do you agree with the following statements about organic products?*(Please tick one box on each line)*

	I think the opposite		I think there is no difference		I totally agree	Don't know	
The human race is exposed to so many harmful health risks so whether you eat organic food or not is not likely to make a big difference	1	2	3	4	5	6	(24)
I am indifferent to organic products	1	2	3	4	5	6	(25)
I don't know a great deal about organic products/production	1	2	3	4	5	6	(26)
I would be willing to pay more in taxes in order to subsidise organic farming	1	2	3	4	5	6	(27)

32. To what extent do you agree with the following views about organic versus conventional production?*(Please tick one box on each line)*

	I think the opposite		I think there is no difference		I totally agree	Don't know	
I think that organic products are healthier for me and my family than conventional products	1	2	3	4	5	6	(28)
I think that organic products have a higher content of vitamins and minerals than conventional products	1	2	3	4	5	6	(29)
I think that organic products have a higher content of substances that can make one ill (such as bacteria and fungus spores) than do conventional products	1	2	3	4	5	6	(30)
I think organic farmers are more concerned about the state of the planet, than are conventional farmers	1	2	3	4	5	6	(31)
I think organic farmers are less involved in their production, than are conventional farmers.....	1	2	3	4	5	6	(32)
I think that organic farming is better for the environment than conventional farming.....	1	2	3	4	5	6	(33)
I think that organic farming, as compared to conventional farming, is more in tune with nature.....	1	2	3	4	5	6	(34)
I think that organic farming might contribute to increasing the greenhouse effect	1	2	3	4	5	6	(35)
I think that organic farming is better for animal welfare than conventional farming	1	2	3	4	5	6	(36)
I think there are fewer pesticides and medicine residues in organic products	1	2	3	4	5	6	(37)
Organic products taste worse	1	2	3	4	5	6	(38)
Generally, organic products are of a poorer quality	1	2	3	4	5	6	(39)
I like the ideas behind organic farming.....	1	2	3	4	5	6	(40)

33. To what extent do you agree with the following statements about organic farming?*(Please tick one box on each line)*

	I think the opposite		I neither agree nor disagree		I totally agree	Don't know	
The rules behind the Ø-label are not tough enough	1	2	3	4	5	6	(41)
'Organic' is a sales gimmick	1	2	3	4	5	6	(42)
Organic farming is ineffective, too few products are produced	1	2	3	4	5	6	(43)

34. To what extent do you agree with the following statements about buying organic products?*(Please tick one box on each line)*

	Totally disagree	Partially disagree	Neither agree nor disagree	Partially agree	Totally agree	Don't know	
It is important to me to set a good example by buying organic products	1	2	3	4	5	6	(44)
I buy organic food when I want to pamper myself and my family	1	2	3	4	5	6	(45)
I buy organic products as a matter of principle	1	2	3	4	5	6	(46)
Organic foods are just a fashionable fad	1	2	3	4	5	6	(47)
I usually don't buy organic products because there is too much cheating with the organic label	1	2	3	4	5	6	(48)
I usually don't buy organic products because the price is too high	1	2	3	4	5	6	(49)
I often find that the organic products I want to buy are sold out	1	2	3	4	5	6	(50)
The shops where I do my shopping do not have many organic products for sale	1	2	3	4	5	6	(51)

35. To what extent do you agree with the following statements about buying organic products?*(Please tick one box on each line)*

	Totally disagree	Don't care one way or the other	Totally agree	
I get a good conscience when I buy organic food	1	2	3	4 5 (52)
I think it important to buy organic products for my guests.....	1	2	3	4 5 (53)
I think it is important to buy organic products for our own household consumption.....	1	2	3	4 5 (54)
I like the people around me to see that I buy organic foods	1	2	3	4 5 (55)
If I can't get Danish organic fruit or vegetables, I would prefer to buy <i>conventional Danish</i> products rather than <i>foreign organic</i> ones	1	2	3	4 5 (56)

36. When you choose to buy organic food products instead of conventional products, how much importance do you attribute to the following reasons for doing so?*(Please tick one box on each line. Go to question 37, if you never buy organic products)*

	Not important at all	Somewhat important	Important	Very important	
To avoid pesticide and medicine residues	1	2	3	4	(57)
Better taste	1	2	3	4	(58)
Health-promoting substances such as vitamins and minerals	1	2	3	4	(59)
To contribute to a better environment.....	1	2	3	4	(60)
Animal welfare (for animal products).....	1	2	3	4	(61)
Better quality.....	1	2	3	4	(62)
The health of my children living at home.....	1	2	3	4	(63)
My own health.....	1	2	3	4	(64)
To support the ideas behind organic farming	1	2	3	4	(65)

37. Do you know or recognise the European Ø-label shown below?*(Normally the label is blue and green)*

K04



- Yes, I know it 1 (11)
- Yes, I have seen it before..... 2
- No 3

Please answer questions 38 and 39, even if you did not recognise the Danish or European Ø-label.

38. How do you perceive the Danish and the European Ø-label? (Please tick one box on each line)

- | | The Danish Ø-label | | No difference | | The European Ø-label | | Don't know | |
|---|--------------------|---|---------------|---|----------------------|---|------------|--------|
| I think the rules are tougher for | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 (12) |
| I have more confidence in | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 (13) |

39. Imagine that the European Ø-label is just as widespread as the Danish Ø-label is today. How important would it be to you whether the products you buy were labelled with: (Please tick one box on each line)

- | | Very important to avoid | | Un-important | | Very important | | Don't know | |
|----------------------------|-------------------------|---|--------------|---|----------------|---|------------|--------|
| The European Ø-label | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 (14) |
| The Danish Ø-label | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 (15) |

Environmental Labels

40. Do you know or recognise the Swan label shown below?*(Normally the label is green)*

- Yes, I know it 1 (16)
- Yes, I have seen it before..... 2
- No – go to question 43 3

41. How do you perceive products with the Swan label as compared to products that are not labelled?

Please answer even if you are not sure whether your answer is correct. We are interested in your impression of these products, not whether you know the rules behind the labels. (Please tick one box on each line)

- | <i>I think ...</i> | I think the opposite | | I think there is no difference | | I totally agree | | No opinion | |
|--|----------------------|---|--------------------------------|---|-----------------|---|------------|--|
| ...more attention has been given to the work environment during production | 1 | 2 | 3 | 4 | 5 | 6 | (17) | |
| ...the product has a less negative impact on the environment | 1 | 2 | 3 | 4 | 5 | 6 | (18) | |
| ...the product has a better quality | 1 | 2 | 3 | 4 | 5 | 6 | (19) | |
| ...the product is healthier for me and my family | 1 | 2 | 3 | 4 | 5 | 6 | (20) | |
| ...the product has a less negative impact on our hormone system | 1 | 2 | 3 | 4 | 5 | 6 | (21) | |
| ...there are fewer perfume and allergy-causing substances in the product..... | 1 | 2 | 3 | 4 | 5 | 6 | (22) | |
| ...the product is more expensive | 1 | 2 | 3 | 4 | 5 | 6 | (23) | |

42. How important is it to you whether the products you buy are labelled with the Swan label?

Very important to avoid		Unimportant		Very important
1	2	3	4	5
				6
				7
				(24)

43. Do you know or recognise the Flower label shown below?
(Normally the label is green)



- Yes, I know it 1 (25)
- Yes, I have seen it before..... 2
- No – go to question 46 3

44. How do you perceive products with the Flower as compared to products that are not labelled?
Please answer even if you are not sure whether your answer is correct. We are interested in your impression of these products, not whether you know the rules behind the labels. (Please tick one box on each line)

<i>I think ...</i>	I think the opposite		I think there is no difference		I totally agree	No opinion	
...more attention has been given to the work environment during production	1	2	3	4	5	6	(26)
...the product has a less negative impact on the environment	1	2	3	4	5	6	(27)
...the product has a better quality	1	2	3	4	5	6	(28)
...the product is healthier for me and my family	1	2	3	4	5	6	(29)
...the product has a less negative impact on our hormone system	1	2	3	4	5	6	(30)
... there are fewer perfume and allergy-causing substances in the product.....	1	2	3	4	5	6	(31)
...the product is more expensive	1	2	3	4	5	6	(32)

45. How important is it to you whether the products you buy are labelled with the Flower label?

Very important avoid		Unimportant		Very important
1	2	3	4	5
				6
				7
				(33)

The Environment

46. To what extent do you agree with the following statements about the greenhouse effect?

(Please tick one box on each line)

	Totally disagree	Partially disagree	Neither agree nor disagree	Partially agree	Totally agree	Don't know	
The threat of the greenhouse effect has been generally exaggerated.....	1	2	3	4	5	6	(34)
I often discuss the greenhouse effect with friends and acquaintances.....	1	2	3	4	5	6	(35)
I often read articles, listen to radio programmes or watch television programmes about the greenhouse effect.....	1	2	3	4	5	6	(36)
Industry and agriculture are primarily responsible for the greenhouse effect.....	1	2	3	4	5	6	(37)
Technological development will no doubt come up with some solution to the greenhouse effect...	1	2	3	4	5	6	(38)
If the majority does nothing to reduce the greenhouse effect, there is no point in my trying to do something about it.....	1	2	3	4	5	6	(39)
It is important that we all do our part in trying to reduce the greenhouse effect.....	1	2	3	4	5	6	(40)
I think about how much energy is used to produce and transport the products I buy.....	1	2	3	4	5	6	(41)

47. To what extent do you agree with the following statements about pollution and the environment *in general*?

(Please tick one box on each line)

	Totally disagree	Partially disagree	Neither agree nor disagree	Partially agree	Totally agree	Don't know	
I believe that the authorities are doing enough to control pollution.....	1	2	3	4	5	6	(42)
I get worried when I think about the negative effects of pollution on plants and animals.....	1	2	3	4	5	6	(43)
I often discuss pollution with friends and acquaintances.....	1	2	3	4	5	6	(44)
I often read articles, listen to radio programmes or watch television programmes dealing with pollution.....	1	2	3	4	5	6	(45)
The environmental problems are much bigger in other countries.....	1	2	3	4	5	6	(46)
Any welfare society must have a negative impact on nature.....	1	2	3	4	5	6	(47)
Industry and agriculture are primarily responsible for environmental problems.....	1	2	3	4	5	6	(48)
Technological development will no doubt come up with some solution to environmental problems.....	1	2	3	4	5	6	(49)
The threat of environmental pollution has been generally exaggerated.....	1	2	3	4	5	6	(50)
If the majority does nothing to protect the environment, there is no point in my trying to do something about it.....	1	2	3	4	5	6	(51)
It is important that we all do our part in trying to improve the environment.....	1	2	3	4	5	6	(52)

48. Do you think about how the product affects the environment when you buy the following things?*(Please tick one box on each line)*

	Never				Always	Do not buy	
Kitchen rolls.....	1	2	3	4	5	6	(53)
Toilet paper	1	2	3	4	5	6	(54)
Washing powder for washing clothes	1	2	3	4	5	6	(55)
Household cleaning products	1	2	3	4	5	6	(56)
Clothes.....	1	2	3	4	5	6	(57)

Animal Welfare**49. Do you think about animal welfare when you buy any of the following products?***(Please tick one box on each line)*

	Not at all	To a small degree	To some degree	To a high degree	To a very high degree	Do not buy	
Eggs	1	2	3	4	5	6	(58)
Chicken	1	2	3	4	5	6	(59)
Milk.....	1	2	3	4	5	6	(60)
Beef/veal.....	1	2	3	4	5	6	(61)
Pork	1	2	3	4	5	6	(62)
Cheese.....	1	2	3	4	5	6	(63)
Sliced cold cuts (lunch meats)....	1	2	3	4	5	6	(64)

Social Conditions**50. To what extent do you think different groups are responsible for the following?****Please fill in each ____ below with an 0, 1, 2 or 3**

Write: 0 for 'not at all',
 1 for 'to some extent',
 2 for 'to a great extent' or
 3 for 'to a very great extent'

K05

	The individual consumer	Farmers	The food industry	Supermarkets	Public authorities
Whether people have nutritionally healthy eating habits.....	____ (280)	____ (287)	____ (294)	____ (301)	____ (308)
Whether farm animals are able to thrive	____ (281)	____ (288)	____ (295)	____ (302)	____ (309)
Whether there are pesticides in drinking water	____ (282)	____ (289)	____ (296)	____ (303)	____ (310)
The greenhouse effect	____ (283)	____ (290)	____ (297)	____ (304)	____ (311)

We now leave questions about food and environment behind and go over to more general questions about your views on different social issues:

51. To what extent do you agree with the following statements? (Please tick one box on each line)

	Totally disagree	Partially disagree	Neither agree nor disagree	Partially agree	Totally agree	
The individual consumer should take <i>political</i> considerations into account when shopping (for example: not buying products from a particular country due to the politics pursued in that country).....	1	2	3	4	5	(31)
The individual consumer should take <i>ethical</i> considerations into account when shopping (for example: whether child labour or animal experiments have been used in production).....	1	2	3	4	5	(32)
One must assume that politicians and manufacturers take their responsibilities seriously, so that consumers don't have to worry about politics and ethics when they are shopping	1	2	3	4	5	(33)
Consumers do have a political and ethical responsibility when shopping	1	2	3	4	5	(34)
It is important to consider the consequences of one's shopping on the outside world	1	2	3	4	5	(35)
Political and ethical problems cannot be solved by the way one uses one's purse / shopping basket	1	2	3	4	5	(36)

52. To what extent do you agree with the following statements about *your own* shopping?

(Please tick one box on each line)

	Totally disagree	Partially disagree	Neither agree nor disagree	Partially agree	Totally agree	
<i>It is important to me to ...</i>						
...boycott certain products for political and ethical reasons	1	2	3	4	5	(37)
...boycott certain products for environmental reasons.....	1	2	3	4	5	(38)
...buy certain products for political or ethical reasons	1	2	3	4	5	(39)
...buy certain products for environmental reasons	1	2	3	4	5	(40)

53. How concerned would you say you are about the way politics affects the following ...?

(Please tick one box on each line)

	Not at all	To a small extent	To some extent	To a great extent	To a very great extent	
Issues in your own daily life.....	1	2	3	4	5	(41)
Issues in the wider society	1	2	3	4	5	(42)

58. What do you do when voting in an election? (Please tick one box on each line)

	Not at all	To a small degree	To some degree	To a high degree	To a very high degree	Don't know
Do you usually vote for a particular political party	1	2	3	4	5	6 (65)
Does your vote depend on the particular issues under discussion ..	1	2	3	4	5	6 (66)

Work

59. What type of job or study do you and your spouse/partner have?

(Please tick one box on each line. Skip question about spouse/partner if you do not have one)

	Sedentary work				Hard physical work	Do not have a job
My job is mostly.....	1	2	3	4	5	6 (67)
My spouse/partner's job is mostly ...	1	2	3	4	5	6 (68)

60. Current or most recent employment: (Please tick one box in each column. If you or your spouse/partner are retired, note the most recent form of employment. Ignore question about spouse/partner if you do not have one)

	Myself (67)	My spouse/partner (70)
Self-employed.....	1	1
Employed in the private sector.....	2	2
Employed in the public sector	3	3
Student	4	4
Have never been employed	5	5

61. Within which line of work do/did you and your partner/spouse work/study?

(Please tick one box in each column. Leave out partner/spouse if you do not have one)

	Myself (71-72)	My spouse/partner (73-74)
Trades, industries	01	01
Commerce, service, transport	02	02
Social, health	03	03
Agriculture, market gardening, fishery.....	04	04
Construction, technology, architecture.....	05	05
Economy, administration, law	06	06
Teaching, research.....	07	07
Marketing	08	08
Language, communication	09	09
Culture, entertainment	10	10
Armed forces, police force	11	11
IT	12	12
Other	13	13

Exercise

62. On average over the last year, how would you rate your general physical health as compared to others your own age? K06

Very poor Poor Reasonable Good Very good
 1 2 3 4 5 (11)

63. How would you rate your physical form as compared to others your own age?

Very poor Poor Reasonable Good Very good
 1 2 3 4 5 (12)

We also want to ask you to think about *an average week during the year, that is, not a particular week during the winter or summer*, and then try to estimate how much you exercise.

Exercise is divided into 3 levels: *sports, active exercise and light exercise*.

Sports includes football, badminton, running and any form of exercise that promotes a rapid pulse.

Active exercise includes going for a walk (with the dog), cycling to work and similar activities.

Light exercise includes going up and down the stairs, cleaning, gardening and similar activities.

64. Please write down the number of *minutes (per day)* for each of these activities in an average week:

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Sports (minutes per day)	(13-15)	(16-18)	(19-21)	(22-24)	(25-27)	(28-30)	(31-33)
Active exercise (minutes per day)	(34-36)	(37-39)	(40-42)	(43-45)	(46-48)	(49-51)	(52-54)
Light exercise (minutes per day)	(55-57)	(58-60)	(61-63)	(64-66)	(67-69)	(70-72)	(73-75)

65. How do *you* rate your own weight, the weight of your spouse/partner and that of your children, who live at home? (Please tick one box on each line)

	Under- weight	Standard weight	A little overweight	Somewhat overweight	Much over- weight	Don't know	Not in the household	
I am.....	1	2	3	4	5	6	7	(76)
My spouse/partner is.....	1	2	3	4	5	6	7	(77)
My oldest child is	1	2	3	4	5	6	7	(78)
My second oldest child is	1	2	3	4	5	6	7	(79)
My third oldest child is....	1	2	3	4	5	6	7	(80)
My fourth oldest child is	1	2	3	4	5	6	7	(81)
My fifth oldest child is	1	2	3	4	5	6	7	(82)

Maybe your spouse/partner or your children do not have the same opinion about their weight as you do. In the following question we ask you to note down how you think they would rate their own weight. If you consider one or more of your children to be too young to form an opinion about being overweight or underweight, please tick the first column:

66. How do you think they themselves would rate their own weight? (Please tick one box on each line)

	I do not think he/she is aware of weight	I think he/she feels:					I don't know	Not in the household	
		Under-weight	Standard weight	A little over-weight	Somewhat over-weight	Much over-weight			
My spouse/partner ...		2	3	4	5	6	7	8	(83)
My oldest child.....	1	2	3	4	5	6	7	8	(84)
My second oldest child.....	1	2	3	4	5	6	7	8	(85)
My third oldest ch.	1	2	3	4	5	6	7	8	(86)
My fourth oldest child.....	1	2	3	4	5	6	7	8	(87)
My fifth oldest ch.	1	2	3	4	5	6	7	8	(88)

67. Please fill in the following for all members of the household. If you do not know the precise height or weight then write an approximate number. (Please fill in your answers on each line) K07

	Date of birth (date – month – year)	Sex	Height	Weight	Not in the household
Myself	____ - ____ - ____ (11-16)	1 Woman 2 Man (17)	____ cm (18-20)	____ kg (21-23)	(24-29)
My spouse/partner ...	____ - ____ - ____ (24-29)	1 Woman 2 Man (30)	____ cm (31-33)	____ kg (34-36)	1
Oldest child	____ - ____ - ____ (37-42)	1 Girl 2 Boy (43)	____ cm (44-46)	____ kg (47-49)	2
Second oldest child ...	____ - ____ - ____ (50-55)	1 Girl 2 Boy (56)	____ cm (57-59)	____ kg (60-62)	3
Third oldest child	____ - ____ - ____ (63-68)	1 Girl 2 Boy (69)	____ cm (70-72)	____ kg (73-75)	4
Fourth oldest child	____ - ____ - ____ (76-81)	1 Girl 2 Boy (82)	____ cm (83-85)	____ kg (86-88)	5
Fifth oldest child	____ - ____ - ____ (11-16)	1 Girl 2 Boy (17)	____ cm (18-20)	____ kg (21-23)	6 K08

68. Are you or your spouse/partner...?

(Please tick one box in each column. Ignore the boxes in the right hand column if you do not have a spouse/partner)

	I am ... (30)	My spouse/partner is ... (31)
...pregnant.....	1	1
...not pregnant, but have given birth during the last year	2	2
...not pregnant.....	3	3
...a man.....	4	4

69. Would you like to weigh more or less than you do now?

No, I am satisfied with my weight	Number of kilos less (only whole numbers)	Number of kilos more (only whole numbers)	Don't know
1	____ 2 (33-35)	____ 3 (36-38)	4 (32)

Smoking

70. Do you or your spouse/partner smoke?

(Please tick one box on each line. Only answer the question regarding partner/spouse if you have one)

	Never smoked (not even at parties)	Has smoked earlier, but not anymore	Only smokes at parties/social gatherings	Smokes on ordinary days	
Myself	1	2	3	4	(39)
My spouse/partner	1	2	3	4	(40)

71. If you smoke yourself or have been smoking within the last year: (Please tick one box on each line)

Do you consider to stop?.....	1	Yes	2	No	3	Have stopped	(41)
Have you tried to stop before?.....	1	Yes, many times	2	Yes, one or two times	3	No	(42)

72. If your partner/spouse smokes or have been smoking within the last year:*(Please tick one box on each line. Go to question 73 if you have no partner/spouse)*

Does your partner/spouse consider to stop?.....	1	Yes	2	No	3	Has stopped	(43)
Has your partner/spouse tried to stop?.....	1	Yes, many times	2	Yes, one or two times	3	No	(44)

Leisure Time**73. About how many times during the last year have you ...? (Please tick one box on each line)**

	0 times	1-2 times	3-5 times	More than 5 times	Don't know	
Been to an opera, a ballet or a classical concert.....	1	2	3	4	5	(45)
Been to the theatre.....	1	2	3	4	5	(46)
Been to the cinema.....	1	2	3	4	5	(47)
Been to a museum/art exhibition/art gallery	1	2	3	4	5	(48)
Been to a sporting event (not seen it on television)....	1	2	3	4	5	(49)
Been to a rock/pop concert.....	1	2	3	4	5	(50)

74. About how many books are there in your home? (About 40 books cover 1 metre of a shelf. Do not include journals, newspapers or weekly magazines). (Please tick only one box)

0-10 books	1	(51)
11-25 books	2	
26-100 books.....	3	
101-200 books.....	4	
201-500 books.....	5	
More than 500 books	6	

*The following questions are about your own and your family and friends' relationship to different types of organisations.***75. Which relation have you had to the following types of organisations within the last year?***(Please tick at least one box on each line)*

	No relation	I have been a member	I have taken active part	I have been working as a volunteer	
A society whose purpose is to protect animal welfare	1	2	3	4	(52)
A sports association, a club for outdoor activities or the like	1	2	3	4	(53)
An organisation for cultural or hobby-like activities.....	1	2	3	4	(54)
A trade union.....	1	2	3	4	(55)
A trade organisation, industrial association or agricultural society .	1	2	3	4	(56)
A social club, a club for young people, pensioners/elderly, women or the like	1	2	3	4	(57)
An organisation for science, for education or for teachers and parents	1	2	3	4	(58)
An organisation for charitable purposes, humanitarian aid or the like.....	1	2	3	4	(59)
A political party.....	1	2	3	4	(60)
A religious or ecclesiastical organisation	1	2	3	4	(61)
A housing co-operative, a house owners' association or the like....	1	2	3	4	(62)

76. Do you have family, friends, acquaintances or other contacts who could help you with the following?*(Please tick one box on each line)*

	No	Yes, maybe	Yes, most certainly	
Dealing with a public authority.....	1	2	3	(63)
Getting you or your spouse/partner a job/a new job	1	2	3	(64)
Getting your children or children of your acquaintance a training/ apprenticeship placement	1	2	3	(65)
Getting your children or children of your acquaintance a job (after-school or full-time)	1	2	3	(66)
Helping you to find a flat if you needed one	1	2	3	(67)

77. Would you say that you, your spouse/partner or your friends/acquaintances have an influential role in the business community, in public administration or in politics? This influence can be at the national level, at a regional level or in the local community where you live. (Please tick at least one box on each line)

	No	Yes, in...			
		the business community	public administration	Politics	
Myself or my spouse/partner ..	1	2	3	4	(68)
Friends or acquaintances	1	2	3	4	(69)

Special Diets

*We would like to know if any special conditions influence the foods you and your family buy.***78. We would like to know if you or someone in your household follow a diet due to illness or allergy, e.g. gluten allergy, diabetes or high cholesterol (to a degree that substantially influences the daily purchase of food). Please write down the name of the disease(s) and allergies and the time when it began to influence the purchase of food if you can remember it.**

K09

No 1 (11)

Yes, (write what) _____ → *When did it begin to affect your shopping? (mth - yr):* _____ - _____ (12-15)and, (write what) _____ → *When did it begin to affect your shopping? (mth - yr)* _____ - _____ (16-19)and, (write what) _____ → *When did it begin to affect your shopping? (mth - yr)* _____ - _____ (20-23)**79. How many people in your household are vegetarians, vegans or the like? (Please write the number)**

Number of adults (18 years or more) _____ (24-25)

Number of older children (12 years or more) _____ (26-27)

Number of small children (up to 12 years old) _____ (28-29)

Food, Not Registered in the Shopping Diary

Not all foods have to be registered in the shopping diary. For instance, food you grow yourself, food eaten in a canteen at work or in school or in a restaurant is not included. We need to know how large a part of the family's food is not covered by information in the shopping diary.

80. Think about an average week during the year. How many days of the week do the members of your household eat a *lunch* that is not registered in the shopping diary?

(Please use whole numbers. Write 0 if it is less than once a week)

	Number of days per week		Don't know <small>(37-43)</small>		Not in the household <small>(44-49)</small>
Myself	_____ (30)		1		
My spouse/partner	_____ (31)		2		2
Oldest child	_____ (32)		3		3
Second oldest child	_____ (33)		4		4
Third oldest child	_____ (34)		5		5
Fourth oldest child	_____ (35)		6		6
Fifth oldest child	_____ (36)		7		7

81. How big a part of the family's total consumption of the following products is not purchased in shops and such places, but is grown by yourself, produced by family members, or is given to your household as gifts?

(Please tick one box on each line)

	Nothing	Less than 10%	10-25%	26-50%	51-75%	More than 75%	Don't know	Do not use the product	
Vegetables ..	1	2	3	4	5	6	7	8	(50)
Fruit	1	2	3	4	5	6	7	8	(51)
Eggs	1	2	3	4	5	6	7	8	(52)
Meat	1	2	3	4	5	6	7	8	(53)
Fish	1	2	3	4	5	6	7	8	(54)

Thank you for your help and cooperation!

Documentation of CONCEPT questionnaires

Appendix E: Questionnaire 2007, original Danish version

Laura Mørch Andersen
Institute of Food and Resource Economics
University of Copenhagen

May 2009

Spørgeskema

Dagligvarer, motion og samfundsforhold

Dette skema er udformet af AKF, Anvendt KommunalForskning. AKF er et uafhængigt institut, der arbejder med samfundsmæssige problemstillinger.

Resultaterne fra undersøgelsen skal bruges i et forskningsprojekt, hvor vi ønsker mere viden om forbrugernes meninger om blandt andet madvarer. Det er vigtigt, at det er husstandens sædvanlige dagbogsfører, der besvarer skemaet.

I det følgende vil vi spørge dig om dine indkøbsvaner og dine holdninger til blandt andet madvarer i al almindelighed. Du bedes svare i overensstemmelse med din umiddelbare forestilling, dvs. simpelthen som du oplever det i din dagligdag.

Det er vigtigt, at du ikke føler, at nogle svar er mere korrekte end andre. Vi er interesserede i din ærlige mening. Selv om dine svar kan forekomme selvfølgelige, og måske banale, for dig selv, er de meget interessante for os. Hver eneste besvarelse giver os ny værdifuld viden.

Kontaktperson

Signe Krarup

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Nr.:

Baggrund

1. Om dig selv:

Jeg er..... 1 Kvinde 2 Mand (11)

2. Om din husstand: (Sæt et kryds i hver række)

Ja Nej

Jeg har en samlever/ægtefælle..... 1 2 (12)

Der er hjemmeboende børn i husstanden 1 2 (13)

3. I nogle familier bor børnene skiftevis hos far og mor. Vi vil derfor gerne vide, hvor stor en del af tiden de enkelte børn bor i *din* husstand. Sæt kryds i 'hele tiden', hvis barnet ikke er delebarn.

(Sæt et kryds i hver række. Gå til spørgsmål 4 hvis der ikke er nogen hjemmeboende børn)

	Hele tiden	Over halvdelen af tiden	Halvdelen af tiden	Under halvdelen af tiden	Findes ikke i husstand	
Ældste barn.....	1	2	3	4	5	(14)
Næstældste barn	1	2	3	4	5	(15)
Tredjeældste barn	1	2	3	4	5	(16)
Fjerdeældste barn.....	1	2	3	4	5	(17)
Femteældste barn.....	1	2	3	4	5	(18)

Indkøb

De næste spørgsmål omhandler dine og din families indkøbsvaner. Tænk på, hvordan I opfører jer i forhold til størstedelen af de madvarer, I køber.

4. Hvem foretager indkøbene? (Sæt et kryds i hver række. Gå til spørgsmål 5, hvis du ikke har nogen samlever)

Næsten
aldrig

Næsten
altid

Jeg og min samlever sammen..... 1 2 3 4 5 (19)

Min samlever alene

Jeg alene

5. I hvor høj grad har de forskellige familiemedlemmer indflydelse på, hvad der skal spises til aftensmad?

(Sæt et kryds i hver række. Gå til spørgsmål 6 hvis du hverken har børn eller samlever)

I meget
ringe grad

I ringe
grad

Delvist

I høj grad

I meget høj
grad

Jeg..... 1 2 3 4 5 (22)

Samlever

Børn..... 1 2 3 4 5 (24)

6. De næste spørgsmål handler om, hvordan du/I planlægger, hvad du/I skal spise. (Sæt et kryds i hver række)

Hvor ofte....

Næsten
aldrig

Næsten
altid

...planlægger du/I indkøb til mere end én dag ad gangen?..... 1 2 3 4 5 (25)

...har du/I planlagt nogenlunde, hvad der skal spises, inden du/I køber ind?..... 1 2 3 4 5 (26)

...laver du/I om på planen, fordi der er noget mere fristende i butikken? 1 2 3 4 5 (27)

...får du/I spist det frugt og grønt, der købes til husstanden? 1 2 3 4 5 (28)

7. Hvor enig er du i følgende udsagn?

Slet ikke

I ringe
grad

I nogen
grad

I høj grad

Jeg vil meget gerne planlægge indkøbene bedre end nu ... 1 2 3 4 (29)

8. Hvilken betydning tillægger du følgende ting, når du køber madvarer? (Sæt et kryds i hver række)

	Stor negativ betydning		Ingen betydning			Stor positiv betydning		
At varen er frisk	1	2	3	4	5	6	7	(30)
At varen er hurtig at tilberede...	1	2	3	4	5	6	7	(31)
At prisen er lav	1	2	3	4	5	6	7	(32)
At varen er sund	1	2	3	4	5	6	7	(33)
At varen er økologisk	1	2	3	4	5	6	7	(34)
At varen ikke indeholder kunstige tilsætningsstoffer.....	1	2	3	4	5	6	7	(35)
At varen er fremstillet i Danmark	1	2	3	4	5	6	7	(36)
At varen er et 'light'-produkt	1	2	3	4	5	6	7	(37)
At varen har et lavt fedtindhold	1	2	3	4	5	6	7	(38)

Madlavning

9. Der er forskel på, hvilken *type mad* folk spiser. Nogle laver mest traditionel dansk mad som frikadeller og koteletter i fad, andre laver mest moderne mad som wok-mad og sushi. Hvor på denne skala vil du placere den type mad, der laves mest af i din husstand?

Traditionel	Hverken eller			Moderne			
1	2	3	4	5	6	7	(39)

10. Hvem laver aftensmaden? (Sæt et kryds i hver række. Gå til spørgsmål 11, hvis du ikke har en samlever)

	Næsten aldrig			Næsten altid			
Jeg og min samlever sammen.....	1	2	3	4	5		(40)
Min samlever alene	1	2	3	4	5		(41)
Jeg alene.....	1	2	3	4	5		(42)

11. Hvor ofte deltager børnene i madlavningen til aftensmaden?

(Gå til spørgsmål 12, hvis der ikke er nogen børn i husstanden)

	Næsten aldrig			Næsten altid			
Børnene deltager	1	2	3	4	5		(43)

Information om kost

12. De følgende spørgsmål handler om, hvordan du undersøger en vare, du ikke er vant til at købe.

(Sæt et kryds i hver række)

	Næsten aldrig			Næsten altid			
Hvor ofte læser du varedeklarationen første gang, du køber en ny vare?	1	2	3	4	5		(44)
Når du læser varedeklarationen, sammenligner du så varedeklarationen på den 'nye' vare med varedeklarationen på en lignende vare, som du er vant til at købe?	1	2	3	4	5		(45)
Når du læser varedeklarationen, har du så svært ved at forstå, hvad der står på den?	1	2	3	4	5		(46)

13. Fødevarestyrelsen vil gerne udbrede nogle generelle anbefalinger om sund kost og har derfor formuleret nogle kostråd. De følgende spørgsmål handler om disse råd: (Sæt et kryds i hver række)

Hvor mange stykker frugt og grønt bør en voksen (mindst) spise om dagen?	1 stykke ₁	2 stykker ₂	4 stykker ₃	6 stykker ₄	ved ikke ₅	(47)	
Tæller kartofler med som frugt og grønt?	ja ₁			nej ₂		ved ikke ₃	(48)
Hvor mange gram fisk eller fiskepålæg bør en voksen (mindst) spise om ugen?	50-100 g ₁	100-200 g ₂	200-300 g ₃	300-400 g ₄	ved ikke ₅	(49)	

Ernæring

14. Fødevarer er sammensat af mange enkeltdele. Hvilken betydning har disse enkeltdele, når du vælger, hvad du/I skal spise? (Sæt et kryds i hver række)

	Det vil jeg meget gerne undgå		Det har ingen betydning			Det vil jeg meget gerne have		
Vegetabilsk fedt	1	2	3	4	5	6	7	(50)
Animalsk fedt.....	1	2	3	4	5	6	7	(51)
Protein	1	2	3	4	5	6	7	(52)
Sukker	1	2	3	4	5	6	7	(53)
Andre kulhydrater ...	1	2	3	4	5	6	7	(54)
Salt	1	2	3	4	5	6	7	(55)
Fibre	1	2	3	4	5	6	7	(56)
Vitaminer	1	2	3	4	5	6	7	(57)

15. Er der noget, du generelt burde gøre anderledes for at leve sundere? (Sæt et kryds i hver række)

	Jeg burde spise						Ved ikke	
	meget mindre	lidt mindre	som jeg gør nu	lidt mere	meget mere			
Vegetabilsk fedt	1	2	3	4	5	6	(58)	
Animalsk fedt.....	1	2	3	4	5	6	(59)	
Protein	1	2	3	4	5	6	(60)	
Sukker	1	2	3	4	5	6	(61)	
Andre kulhydrater	1	2	3	4	5	6	(62)	
Salt	1	2	3	4	5	6	(63)	
Fibre	1	2	3	4	5	6	(64)	
Vitaminer	1	2	3	4	5	6	(65)	
Fisk.....	1	2	3	4	5	6	(66)	
Grøntsager	1	2	3	4	5	6	(67)	
Frugt.....	1	2	3	4	5	6	(68)	
Samlet mængde mad	1	2	3	4	5	6	(69)	

I det følgende stilles en række spørgsmål om mad og sundhed. Sundhed skal i denne forbindelse forstås som ernæringsmæssig sundhed. Det vil sige, om man fx får vitaminer og mineraler nok, ikke spiser for fedt og får en varieret kost.

16. Hvor enig er du i følgende udsagn angående din hverdagskost? (Sæt et kryds i hver række)

	Helt uenig	Delvist uenig	Hverken eller	Delvist enig	Helt enig	
Det er svært at spise sundt uden at gå på kompromis med smagen	1	2	3	4	5	(70)
Det er naturligt for mig at spise sundt	1	2	3	4	5	(71)
Jeg tænker sjældent over, om den mad, jeg spiser, er sund	1	2	3	4	5	(72)
Jeg synes, kunstige sødemidler er en god måde at undgå kalorier på	1	2	3	4	5	(73)
Jeg kan godt gå på kompromis med sundheden, bare maden smager godt	1	2	3	4	5	(74)
Jeg kan godt gå på kompromis med smagen, bare maden er sund	1	2	3	4	5	(75)
Hvis jeg spiser vitaminpiller, behøver jeg ikke tænke så meget over, om der er nok vitaminer i min mad	1	2	3	4	5	(76)
Jeg ville gerne spise sundere	1	2	3	4	5	(77)

17. Hvor enig er du i følgende udsagn? (Sæt et kryds i hver række)

	Tvært- imod	Ingen forskel	Helt enig		
Sund mad smager generelt bedre end usund mad	1	2	3	4	(78)
Sund mad tager længere tid at lave end usund mad	1	2	3	4	(79)
Sund mad er sværere at lave end usund mad	1	2	3	4	(80)
Det offentlige bør tage et større ansvar for børns spisevaner ..	1	2	3	4	(81)

18. Hvor enig er du i følgende udsagn? (Sæt et kryds i hver række)

	Helt uenig	Delvist uenig	Hverken eller	Delvist enig	Helt enig	
Jeg er i tvivl om, hvad jeg skal spise for at spise sundt.....	1	2	3	4	5	(82)
Jeg kan ofte bruge producentens navn til at vurdere, om en vare er sund	1	2	3	4	5	(83)
Jeg orker ikke at sætte mig ind i, hvordan jeg skal spise sundt	1	2	3	4	5	(84)
Ekspertene anbefaler hele tiden noget nyt, så jeg er holdt op med at høre efter	1	2	3	4	5	(85)
Det er vigtigt, at min mad er sund	1	2	3	4	5	(86)
Jeg spiser sundt.....	1	2	3	4	5	(87)
Det er okay at spise usund aftensmad et par gange om ugen	1	2	3	4	5	(88)
Det er hovedsageligt forældrenes ansvar, at børn spiser sundt	1	2	3	4	5	(89)
Når ens børn bliver teenagere, kan man ikke længere styre, hvad de spiser	1	2	3	4	5	(90)

19. Hvor enig er du i følgende udsagn om din samlevers holdning til sund kost?

(Sæt et kryds i hver række. Gå til spørgsmål 20, hvis du ikke har en samlever)

	Tvært- imod	Hverken eller	Helt enig	Ved ikke			
Min samlever spiser sundt	1	2	3	4	5	6	(91)
Når der serveres noget sundt, synes min samlever generelt, det smager godt	1	2	3	4	5	6	(92)

20. Hvor enig er du i følgende udsagn om dine hjemmeboende børns holdning til sund kost?*(Sæt et kryds i hver række. Gå til spørgsmål 21, hvis du ikke har børn)*

	Tvært- imod		Hverken eller		Helt enig	Ved ikke	
Det er vigtigt, at mine børns mad er sund	1	2	3	4	5	6	(93)
Mine børn spiser sundt	1	2	3	4	5	6	(94)
Når der serveres noget sundt, synes mine børn generelt, det smager godt	1	2	3	4	5	6	(95)
Vi spiser sundere, fordi der er børn i husstanden.....	1	2	3	4	5	6	(96)

Syn på mad**21. Hvor enig er du i følgende udsagn angående dagligvareindkøb?** *(Sæt et kryds i hver række)*

K02

	Helt uenig	Delvist uenig	Hverken eller	Delvist enig	Helt enig	Ved ikke	
Pris er vigtigere end kvalitet	1	2	3	4	5	6	(11)
Jeg lægger stor vægt på god mad	1	2	3	4	5	6	(12)
For mig er mad en vigtig del af glæden ved livet.....	1	2	3	4	5	6	(13)
Kunstige sødemidler kan være sundhedsskadelige	1	2	3	4	5	6	(14)
Det er vigtigt, at min mad er uden tilsætningsstoffer	1	2	3	4	5	6	(15)
Mad, der er produceret miljøvenligt, er bedre for min sundhed.....	1	2	3	4	5	6	(16)
Livsglæde har større betydning for den enkeltes sundhed end madvanerne	1	2	3	4	5	6	(17)
Jeg anvender så vidt muligt årstidens frugt og grønt.....	1	2	3	4	5	6	(18)
Det er ikke specielt vigtigt for mig, at der er taget hensyn til miljøet, i de madvarer jeg køber	1	2	3	4	5	6	(19)
Det er ikke specielt vigtigt for mig, at der er taget hensyn til dyrevelfærd, i de madvarer jeg køber	1	2	3	4	5	6	(20)
Designet på madvarernes emballage betyder noget for, om jeg køber det	1	2	3	4	5	6	(21)
Jeg kan godt lide tanken om fair trade (fx Max Havelaar-produkterne)	1	2	3	4	5	6	(22)
Jeg kan godt finde på at købe et produkt, fordi der er en historie bag det (som fx Læsø Salt eller æbler fra Lilleø)	1	2	3	4	5	6	(23)

22. Hvor enig er du i følgende udsagn angående madlavning? Svar på alle spørgsmål også selv om du ikke har børn eller samlever. *(Sæt et kryds i hver række)*

	Helt uenig	Delvist uenig	Hverken eller	Delvist enig	Helt enig	Ved ikke	
Jeg går ikke særligt meget op i mad og madlavning.....	1	2	3	4	5	6	(24)
Jeg bliver stresset, når jeg skal lave nye retter	1	2	3	4	5	6	(25)
Det er vigtigt for mig, at min mad ser appetitlig og spændende ud.....	1	2	3	4	5	6	(26)
Det vigtigste ved et måltid er at blive mæt	1	2	3	4	5	6	(27)
Det er vigtigt at involvere sine børn i madlavningen	1	2	3	4	5	6	(28)
Ideelt set skulle alle i husstanden lave aftensmad sammen	1	2	3	4	5	6	(29)
Det er vigtigt, at familien spiser aftensmad sammen	1	2	3	4	5	6	(30)

23. Hvor enig er du i følgende udsagn angående madlavning? (Sæt et kryds i hver række)

	Slet ikke	I ringe grad	I nogen grad	I høj grad	
Madlavningen i dagligdagen skal overstås så hurtigt som muligt	1	2	3	4	(31)
Jeg kan godt lide at bruge lang tid på madlavning i weekenden.....	1	2	3	4	(32)
Jeg kan godt lide at lave nye retter	1	2	3	4	(33)
Jeg tilbereder så vidt muligt råvarerne selv og undgår færdigretter.....	1	2	3	4	(34)
Jeg prøver mig gerne frem til nye retter uden en opskrift	1	2	3	4	(35)
Jeg finder nye opskrifter på internettet.....	1	2	3	4	(36)

Fødevareproduktion**24. Når du vælger mellem forskellige madvarer, hvor foretrækker du så generelt, at dine madvarer kommer fra? (Sæt et kryds i hver række)**

En stor producent	1	2	3	4	5	En lille producent	(37)
En udenlandsk producent	1	2	3	4	5	En dansk producent	(38)
Et kendt varemærke	1	2	3	4	5	Et lille nicheprodukt	(39)

25. Hvor ofte bekymrer du dig om følgende problemer? (Sæt et kryds i hver række)

	Aldrig	Sjældent	Engang imellem	Ofte	Virkelig ofte	Ved ikke	
At madvarer kan være gensplejsede	1	2	3	4	5	6	(40)
At kød kan være inficeret med kogalskab	1	2	3	4	5	6	(41)
At kød kan være inficeret med fugleinfluenza	1	2	3	4	5	6	(42)
At der kan være salmonella, campylobacter eller andre sygdomsfremkaldende bakterier i madvarer ..	1	2	3	4	5	6	(43)
At der kan være sprøjtemiddel- eller medicinrester i madvarer	1	2	3	4	5	6	(44)
Hvor meget energi, der er brugt på at producere og transportere madvarer.....	1	2	3	4	5	6	(45)

26. Hvor enig er du i følgende udsagn? (Sæt et kryds i hver række)

	Tværtimod	Hverken eller	Helt enig	Ved ikke			
Jeg tror den industrielle forarbejdning og forædling af fødevarer øger sundhedsværdien.....	1	2	3	4	5	6	(46)
Det er vigtigt for mig at støtte de danske landmænd.....	1	2	3	4	5	6	(47)

27. Hvor enig er du i følgende udsagn? (Sæt et kryds i hver række)

	Tværtimod	Ingen forskel	Helt enig	Ved ikke			
Jeg tror, de fleste store fødevarerproducenter er mere interesserede i at tjene penge, end de små er.....	1	2	3	4	5	6	(48)
Jeg tror, de fleste store fødevarerproducenter er mindre interesserede i den ernæringsmæssige kvalitet af deres produkter, end de små er	1	2	3	4	5	6	(49)
Jeg tror, der er flere pesticider og medicinrester i danske madvarer end i udenlandske	1	2	3	4	5	6	(50)
Jeg tror, dyrevelfærden er dårligere i udenlandske end i danske landbrug.....	1	2	3	4	5	6	(51)
Jeg tror, danske landmænd snyder mere end udenlandske	1	2	3	4	5	6	(52)

Økologi

28. Kender eller genkender du det danske Ø-mærke, som er vist nedenfor?

K03

(Mærket ses normalt i rødt)



Ja, jeg kender det	1	(11)
Ja, jeg har set det før	2	
Nej	3	

29. Angiv om du synes, der er forskel på smagen af følgende typer varer, alt efter om de er økologiske eller konventionelle: (Sæt et kryds i hver række)

	Kon- ventionelt smager bedst		Ingen forskul			Økologisk smager bedst		Har ikke smagt den økologiske version	
Frugt	1	2	3	4	5	6	7	8	(12)
Grøntsager	1	2	3	4	5	6	7	8	(13)
Kød	1	2	3	4	5	6	7	8	(14)
Mælk	1	2	3	4	5	6	7	8	(15)
Mel, gryn og lign.	1	2	3	4	5	6	7	8	(16)
Brød	1	2	3	4	5	6	7	8	(17)

30. Angiv, om du synes, der er forskel på, hvor indbydende følgende typer varer ser ud, alt efter om de er økologiske eller konventionelle: Tænk på selve varen, ikke på indpakningen. (Sæt et kryds i hver række)

	Kon- ventionelt ser mest indbyd- ende ud		Ingen forskul			Økologisk ser mest indbyd- ende ud		Har ikke set den økologiske version	
Frugt	1	2	3	4	5	6	7	8	(18)
Grøntsager	1	2	3	4	5	6	7	8	(19)
Kød	1	2	3	4	5	6	7	8	(20)
Mælk	1	2	3	4	5	6	7	8	(21)
Mel, gryn og lign.	1	2	3	4	5	6	7	8	(22)
Brød	1	2	3	4	5	6	7	8	(23)

31. Hvor enig er du i følgende synspunkter om økologi? (Sæt et kryds i hver række)

	Helt uenig	Delvist uenig	Hverke n eller	Delvist enig	Helt enig	Ved ikke	
Vi mennesker udsættes for så mange sundhedsskadelige påvirkninger, så om man spiser økologisk eller ej, gør nok ikke den store forskel	1	2	3	4	5	6	(24)
Jeg er ligeglad med økologi	1	2	3	4	5	6	(25)
Jeg ved ikke specielt meget om økologi	1	2	3	4	5	6	(26)
Jeg ville være villig til at betale mere i skat for at finansiere ekstra tilskud til økologisk landbrug	1	2	3	4	5	6	(27)

32. Hvor enig er du i følgende synspunkter angående økologi kontra konventionel produktion?*(Sæt et kryds i hver række)*

	Tvært- imod		Ingen forskel		Helt enig	Ved ikke	
Jeg tror, økologiske varer er sundere for mig og min familie end konventionelle varer.....	1	2	3	4	5	6	(28)
Jeg tror, økologiske varer har et højere indhold af vitaminer og mineraler end konventionelle varer.....	1	2	3	4	5	6	(29)
Jeg tror, økologiske varer har et højere indhold af sygdomsfremkaldende stoffer (fx bakterier og svampesporer) end konventionelle varer.....	1	2	3	4	5	6	(30)
Jeg tror, økologiske landmænd tænker mere på klodens tilstand end konventionelle landmænd.....	1	2	3	4	5	6	(31)
Jeg tror, økologiske landmænd er mindre engagerede i deres produktion end konventionelle landmænd.....	1	2	3	4	5	6	(32)
Jeg tror, den økologiske produktionsmåde er bedre for miljøet end den konventionelle produktionsmåde.....	1	2	3	4	5	6	(33)
Jeg tror, den økologiske produktion i højere grad end konventionel produktion sker på naturens præmisser.....	1	2	3	4	5	6	(34)
Jeg tror, økologi kan være med til at øge drivhuseffekten.....	1	2	3	4	5	6	(35)
Jeg tror, den økologiske produktionsmåde er bedre for dyrenes velfærd end den konventionelle produktionsmåde.....	1	2	3	4	5	6	(36)
Jeg tror, der er færre pesticid- og medicinrester i økologiske varer.....	1	2	3	4	5	6	(37)
Økologiske varer smager dårligere.....	1	2	3	4	5	6	(38)
Økologiske varer er generelt af dårligere kvalitet.....	1	2	3	4	5	6	(39)
Jeg kan godt lide tankegangen bag økologi.....	1	2	3	4	5	6	(40)

33. Hvor enig er du i følgende udsagn om den økologiske produktionsmåde? (Sæt et kryds i hver række)

	Tvært- imod		Hverken eller		Helt enig	Ved ikke	
Ø-mærkets regler er ikke skrappe nok.....	1	2	3	4	5	6	(41)
Økologi er en forretningsfidus.....	1	2	3	4	5	6	(42)
Økologi er ineffektiv, der bliver produceret for få varer.....	1	2	3	4	5	6	(43)

34. Hvor enig er du i følgende synspunkter angående køb af økologiske varer? (Sæt et kryds i hver række)

	Helt uenig	Delvist uenig	Hverken eller	Delvist enig	Helt enig	Ved ikke	
Det er vigtigt for mig at gå foran med et godt eksempel og købe økologisk.....	1	2	3	4	5	6	(44)
Jeg køber økologiske fødevarer, når jeg vil forkæle mig selv og min familie.....	1	2	3	4	5	6	(45)
Jeg køber økologisk af princip.....	1	2	3	4	5	6	(46)
Økologiske madvarer er bare en modedille.....	1	2	3	4	5	6	(47)
Der snydes for meget med økologi til, at jeg vil købe økologisk.....	1	2	3	4	5	6	(48)
Prisen er som regel for høj på økologiske varer til, at jeg vil købe økologisk.....	1	2	3	4	5	6	(49)
Jeg oplever ofte, at de økologiske varer, jeg vil købe, er udsolgt.....	1	2	3	4	5	6	(50)
De butikker, jeg handler i, fører ikke mange økologiske varer.....	1	2	3	4	5	6	(51)

35. Hvor enig er du i følgende synspunkter angående køb af økologiske varer? (Sæt et kryds i hver række)

	Tvært- imod		Ligeglad		Helt enig	
Jeg får god samvittighed ved at købe økologiske madvarer	1	2	3	4	5	(52)
Jeg synes, det er vigtigt at købe økologisk til mine gæster	1	2	3	4	5	(53)
Jeg synes, det er vigtigt at købe økologisk til husholdningens eget brug	1	2	3	4	5	(54)
Jeg kan godt lide, at mine omgivelser ser, at jeg køber økologiske madvarer	1	2	3	4	5	(55)
Hvis jeg ikke kan få dansk, økologisk frugt og grønt, vil jeg hellere købe <i>almindelig dansk</i> end <i>økologisk udenlandsk</i>	1	2	3	4	5	(56)

36. Hvor vigtige er følgende grunde for, at du køber økologiske fødevarer i stedet for konventionelle?

(Sæt et kryds i hver række. Gå til spørgsmål 37, hvis du **aldrig** køber økologiske varer)

	Slet ikke vigtigt	Lidt vigtigt	Vigtigt	Meget vigtigt	
At undgå pesticid og medicinrester	1	2	3	4	(57)
Bedre smag	1	2	3	4	(58)
Sundhedsfremmende indholdsstoffer som fx vitaminer og mineraler	1	2	3	4	(59)
At bidrage til et bedre miljø	1	2	3	4	(60)
Dyrevelfærd (for animalske produkter)	1	2	3	4	(61)
Bedre kvalitet	1	2	3	4	(62)
Mine hjemmeboende børns sundhed	1	2	3	4	(63)
Min egen sundhed	1	2	3	4	(64)
At støtte tankegangen bag økologi	1	2	3	4	(65)

37. Kender eller genkender du det europæiske Ø-mærke, som er vist nedenfor?

(Mærket ses normalt i blå og grøn)

K04



Ja, jeg kender det	1	(11)
Ja, jeg har set det før	2	
Nej	3	

Besvar venligst spørgsmål 38 og 39, også selv om du ikke genkender det danske eller europæiske Ø-mærke.

38. Hvordan opfatter du det danske og det europæiske Ø-mærke? (Sæt et kryds i hver række)

	Det danske Ø-mærke		Ingen forskel		Det europæiske Ø-mærke		Ved ikke		
Jeg tror, reglerne er skrapere for	1	2	3	4	5	6	7	8	(12)
Jeg har mere tillid til	1	2	3	4	5	6	7	8	(13)

39. Forestil dig, at det europæiske Ø-mærke var lige så udbredt, som det danske Ø-mærke er i dag. Hvor vigtigt ville det så være for dig, om de produkter, du købte, var mærket med: (Sæt et kryds i hver række)

	Meget vigtigt at undgå			Lige-gyldigt			Meget vigtigt	Ved ikke	
Det europæiske Ø-mærke	1	2	3	4	5	6	7	8	(14)
Det danske Ø-mærke	1	2	3	4	5	6	7	8	(15)

Miljømærker

40. Kender eller genkender du Svanemærket, som er vist nedenfor?
(Mærket ses normalt i grønt)



Ja, jeg kender det	1	(16)
Ja, jeg har set det før	2	
Nej – gå til spørgsmål 43	3	

41. Hvordan opfatter du varer mærket med Svanen i forhold til varer, der ikke er mærkede? Svar også selv om du ikke er sikker på, om det er rigtigt. Vi er interesserede i din opfattelse af varen, ikke om du kender reglerne for mærket. (Sæt et kryds i hver række)

Jeg tror...	Tvært-imod	Ingen forskel	Helt enig	Ingen holdning	
...der er taget mere hensyn til arbejdsmiljøet i produktionen	1	2	3	4	5 6 (17)
...varen er mindre miljøbelastende	1	2	3	4	5 6 (18)
...varen er af bedre kvalitet	1	2	3	4	5 6 (19)
...varen er sundere for mig og min familie	1	2	3	4	5 6 (20)
...der er færre hormonforstyrrende stoffer i varen	1	2	3	4	5 6 (21)
...der er færre parfume- og allergifremkaldende stoffer i varen	1	2	3	4	5 6 (22)
...varen er dyrere	1	2	3	4	5 6 (23)

42. Hvor vigtigt er det for dig, om de produkter, du køber, er mærket med Svanen?

Meget vigtigt at undgå	Lige-gyldigt	Meget vigtigt
1	2 3 4 5 6	7

(24)

43. Kender eller genkender du Blomstmærket, som er vist nedenfor?
(Mærket ses normalt i grønt)



Ja, jeg kender det	1	(25)
Ja, jeg har set det før	2	
Nej – gå til spørgsmål 46	3	

44. Hvordan opfatter du varer mærket med Blomsten i forhold til varer, der ikke er mærkede? Svar også selv om du ikke er sikker på, om det er rigtigt. Vi er interesserede i din opfattelse af varen, ikke om du kender reglerne for mærket. (Sæt et kryds i hver række)

Jeg tror...	Tvært- imod		Ingen forskel		Helt enig	- Ingen holdning	
...der er taget mere hensyn til arbejdsmiljøet i produktionen	1	2	3	4	5	6	(26)
...varen er mindre miljøbelastende	1	2	3	4	5	6	(27)
...varen er af bedre kvalitet.....	1	2	3	4	5	6	(28)
...varen er sundere for mig og min familie	1	2	3	4	5	6	(29)
...der er færre hormonforstyrrende stoffer i varen.....	1	2	3	4	5	6	(30)
...der er færre parfume- og allergifremkaldende stoffer i varen	1	2	3	4	5	6	(31)
...varen er dyrere	1	2	3	4	5	6	(32)

45. Hvor vigtigt er det for dig, om de produkter, du køber, er mærket med Blomsten?

Meget vigtigt at undgå	Ligegyldigt			Meget vigtigt	(33)
1	2	3	4	5	6

Miljø

46. Hvor enig er du i følgende udsagn om drivhuseffekten? (Sæt et kryds i hver række)

	Helt uenig	Delvist uenig	Hverken eller	Delvist enig	Helt enig	Ved ikke	
Truslen fra drivhuseffekten bliver generelt overdrevet.....	1	2	3	4	5	6	(34)
Jeg diskuterer ofte drivhuseffekten med venner og bekendte	1	2	3	4	5	6	(35)
Jeg læser ofte artikler, hører radioprogrammer eller ser udsendelser om drivhuseffekten.....	1	2	3	4	5	6	(36)
Industri og landbrug har hovedansvaret for drivhuseffekten.....	1	2	3	4	5	6	(37)
Den teknologiske udvikling skal nok finde en løsning på drivhuseffekten.....	1	2	3	4	5	6	(38)
Hvis flertallet alligevel ikke gør noget for at mindske drivhuseffekten, nytter det ikke, at jeg gør noget	1	2	3	4	5	6	(39)
Det er vigtigt, vi alle gør vores del for at mindske drivhuseffekten.....	1	2	3	4	5	6	(40)
Jeg tænker over, hvor meget energi der er brugt på at producere og transportere de varer, jeg køber (ikke madvarer)	1	2	3	4	5	6	(41)

47. Hvor enig er du i følgende udsagn om miljø og forurening *i øvrigt?* (Sæt et kryds i hver række)

	Helt uenig	Delvist uenig	Hverken eller	Delvist enig	Helt enig	Ved ikke	
Jeg mener, at myndighederne gør nok for at kontrollere forureningen	1	2	3	4	5	6	(42)
Jeg bliver bekymret, når jeg tænker på den skade, der sker på plante- og dyrelivet på grund af forurening.....	1	2	3	4	5	6	(43)
Jeg diskuterer ofte forurening med venner og bekendte	1	2	3	4	5	6	(44)
Jeg læser ofte artikler, hører radioprogrammer eller ser udsendelser om forurening	1	2	3	4	5	6	(45)
Miljøproblemer er langt større i andre lande	1	2	3	4	5	6	(46)
Velfærdssamfundet må nødvendigvis belaste naturen	1	2	3	4	5	6	(47)
Industri og landbrug har hovedansvaret for miljøproblemerne	1	2	3	4	5	6	(48)
Den teknologiske udvikling skal nok finde en løsning på miljøproblemerne	1	2	3	4	5	6	(49)
Truslen fra miljøforurening bliver generelt overdrevet	1	2	3	4	5	6	(50)
Hvis flertallet alligevel ikke gør noget for at beskytte miljøet, nytter det ikke, at jeg gør noget	1	2	3	4	5	6	(51)
Det er vigtigt vi alle gør vores del for at forbedre miljøet	1	2	3	4	5	6	(52)

48. Tænk du over, hvordan varen påvirker miljøet, når du køber følgende? (Sæt et kryds i hver række)

	Aldrig				Altid	Køber ikke	
Køkkenruller	1	2	3	4	5	6	(53)
Toiletpapir	1	2	3	4	5	6	(54)
Vaskepulver til tøjvask.....	1	2	3	4	5	6	(55)
Rengøringsmidler	1	2	3	4	5	6	(56)
Tøj.....	1	2	3	4	5	6	(57)

Dyrevelfærd

49. Tænk du på dyrenes velfærd, når du køber følgende produkter? (Sæt et kryds i hver række)

	Slet ikke	I ringe grad	I nogen grad	I høj grad	I meget høj grad	Køber ikke	
Æg.....	1	2	3	4	5	6	(58)
Høne/kylling	1	2	3	4	5	6	(59)
Mælk.....	1	2	3	4	5	6	(60)
Okse/kalvekød	1	2	3	4	5	6	(61)
Svinekød	1	2	3	4	5	6	(62)
Ost.....	1	2	3	4	5	6	(63)
Kødpålæg.....	1	2	3	4	5	6	(64)

Samfundsforhold

50. I hvor høj grad, synes du, forskellige grupper har ansvar for følgende: Udfyld hver ____ med 0, 1, 2 eller 3

Skriv: 0 for 'slet ikke',
1 for 'i nogen grad',
2 for 'i høj grad' eller
3 for 'i meget høj grad'

K05

	Den enkelte forbruger	Landmanden	Fødevarer-industrien	Butikkerne	Det offentlige
Om folk spiser ernæringsmæssigt sundt	____ (11)	____ (12)	____ (13)	____ (14)	____ (15)
Om landbrugsdyr har det godt nok.....	____ (16)	____ (17)	____ (18)	____ (19)	____ (20)
Om der er pesticider i drikkevandet.....	____ (21)	____ (22)	____ (23)	____ (24)	____ (25)
Drivhuseffekten	____ (26)	____ (27)	____ (28)	____ (29)	____ (30)

Vi forlader nu fødevarer og miljø og går over til mere generelle spørgsmål om din opfattelse af forskellige samfundsforhold:

51. Hvor enig er du i følgende udsagn? (Sæt et kryds i hver række)

	Helt uenig	Delvist uenig	Hverken eller	Delvist enig	Helt enig
Den enkelte forbruger bør have <i>politiske</i> overvejelser med, når hun/han køber ind (fx overveje, om der nogen lande, man ikke ønsker at handle med pga. den politik, der føres i landet) ..	1	2	3	4	5 (31)
Den enkelte forbruger bør have <i>etiske</i> overvejelser med, når hun/han køber ind (fx børnearbejde, dyreforsøg eller andet)	1	2	3	4	5 (32)
Man må stole på, at politikerne eller industrien tager deres ansvar alvorligt, så politik og etik ikke er noget, forbrugerne skal bekymre sig om, når de køber ind	1	2	3	4	5 (33)
Forbrugerne har et politisk eller etisk ansvar, når der købes ind	1	2	3	4	5 (34)
Det er vigtigt at overveje, hvilke konsekvenser ens indkøb har for omverdenen	1	2	3	4	5 (35)
Politiske og etiske problemer skal ikke løses med pengepungen	1	2	3	4	5 (36)

52. Hvor enig er du i følgende udsagn om dine egne indkøb? (Sæt et kryds i hver række)

	Helt uenig	Delvist uenig	Hverken eller	Delvist enig	Helt enig
<i>Det er vigtigt for mig at...</i>					
...boycotte bestemte produkter af politiske eller etiske grunde	1	2	3	4	5 (37)
...boycotte bestemte produkter af miljømæssige grunde.....	1	2	3	4	5 (38)
...købe bestemte produkter af politiske eller etiske grunde.....	1	2	3	4	5 (39)
...købe bestemte produkter af miljømæssige grunde	1	2	3	4	5 (40)

53. Hvor optaget er du af politik, der påvirker...? (Sæt et kryds i hver række)

	Slet ikke	I ringe grad	I nogen grad	I høj grad	I meget høj grad
De nære ting i din egen hverdag.....	1	2	3	4	5 (41)
De brede samfundsspørgsmål	1	2	3	4	5 (42)

54. Hvor enig er du i følgende udsagn? (Sæt et kryds i hver række)

	Tvært- imod		Hverke n eller		Helt enig	Ved ikke	
Samfundets sociale udgifter bør sættes ned	1	2	3	4	5	6	(43)
Forskellene i levestandard er for store i Danmark.....	1	2	3	4	5	6	(44)
Statens kontrol med forretninger og industri er for omfattende.....	1	2	3	4	5	6	(45)
Høje indtægter burde beskattes højere end i dag.....	1	2	3	4	5	6	(46)
Det offentlige bruger for mange penge på ulandsbistand	1	2	3	4	5	6	(47)
Danmark skal tage imod færre flygtninge, end vi gør nu.....	1	2	3	4	5	6	(48)
Den økonomiske vækst må aldrig sættes over miljøinteresser	1	2	3	4	5	6	(49)
Voldsforbrydelser bør straffes langt hårdere end i dag	1	2	3	4	5	6	(50)
Jeg er helt klart imod EU	1	2	3	4	5	6	(51)

55. I politik taler man ofte om at være venstreorienteret og højreorienteret. Hvor vil du placere dig selv på denne skala?

Venstre- orienteret	Midten		Højre- orienteret							
01	02	03	04	05	06	07	08	09	10	(52-53)

56. Stemte du ved sidste folketingsvalg?

ja nej (54)

57. Hvordan har du det med de forskellige politiske partier? Svar også, selv om du ikke plejer at stemme.

(Sæt et kryds i hver række)

	Meget uenig med partiet				Meget enig med partiet	Ved ikke nok om partiet	
Centrum-Demokraterne.....	1	2	3	4	5	6	(55)
Dansk Folkeparti	1	2	3	4	5	6	(56)
Det Konservative Folkeparti	1	2	3	4	5	6	(57)
Det Radikale Venstre.....	1	2	3	4	5	6	(58)
Enhedslisten	1	2	3	4	5	6	(59)
Kristendemokraterne	1	2	3	4	5	6	(60)
Minoritetspartiet.....	1	2	3	4	5	6	(61)
Socialdemokraterne.....	1	2	3	4	5	6	(62)
Socialistisk Folkeparti	1	2	3	4	5	6	(63)
Venstre	1	2	3	4	5	6	(64)

58. Hvad gør du, når du skal stemme til valg? (Sæt et kryds i hver række)

	Slet ikke	I ringe grad	I nogen grad	I høj grad	I meget høj grad	Ved ikke	
Følger du et bestemt parti	1	2	3	4	5	6	(65)
Stemmer du efter enkeltsager.....	1	2	3	4	5	6	(66)

Arbejde

59. Hvilken type arbejde eller studie har du og din samlever?

(Sæt et kryds i hver række. Spring samlever over, hvis du ikke har nogen)

	1	2	3	4	5	6	
Mit arbejde består mest af.....							(67)
Min samlevers arbejde består mest af							(68)

60. Nuværende eller seneste ansættelsesforhold: (Sæt et kryds i hver kolonne. Hvis du eller din samlever er pensionist, så sæt kryds ved tidligere beskæftigelse. Spring samlever over, hvis du ikke har nogen)

	Jeg (69)	Min samlever (70)
Er selvstændig	1	1
Er privat ansat	2	2
Er offentlig ansat	3	3
Er studerende	4	4
Har aldrig været i arbejde <i>gå til spørgsmål 62</i>	5	5

61. Hvilken branche arbejder/arbejdede/studerer du og din samlever indenfor?

(Sæt et kryds i hver kolonne. Spring samlever over, hvis du ikke har nogen)

	Jeg (71-72)	Min samlever (73-74)
Håndværk, industri	01	01
Handel, service, transport.....	02	02
Social, sundhed	03	03
Landbrug, gartneri, fiskeri	04	04
Konstruktion, teknik, arkitektur	05	05
Økonomi, administration, jura.....	06	06
Undervisning, forskning.....	07	07
Marketing	08	08
Sprog, kommunikation	09	09
Kultur, underholdning.....	10	10
Forsvaret, politi.....	11	11
IT	12	12
Andet	13	13

Motion

62. Hvordan vil du vurdere dit generelle fysiske helbred i gennemsnit over det sidste år, sammenlignet med andre på din alder?

K06

Meget dårligt	Dårligt	Nogenlunde	Godt	Virkelig godt	
1	2	3	4	5	(11)

63. Hvordan vil du vurdere din nuværende fysiske form sammenlignet med andre på din alder?

Meget dårlig	Dårlig	Nogenlunde	God	Virkelig god	
1	2	3	4	5	(12)

Desuden vil vi bede dig tænke på en *gennemsnitsuge set over et helt år, altså ikke én bestemt vinter- eller en sommeruge*, og redegøre for, hvor meget du motionerer.

Motion er opdelt i 3 niveauer henholdsvis **sport, aktiv motion og let motion**.

Sport er eksempelvis fodbold, badminton, løbeture eller andet, hvor der arbejdes med høj puls.

Aktiv motion er eksempelvis når du går tur (med hunden) eller cykler til arbejde.

Let motion er eksempelvis at gå på trapper, rengøring og havearbejde.

64. Du bedes notere antal minutter (pr. ugedag) for hver af disse aktiviteter i en gennemsnits uge:

	Søndag	Mandag	Tirsdag	Onsdag	Torsdag	Fredag	Lørdag
Sport (antal min. pr. dag)	(13-15)	(16-18)	(19-21)	(22-24)	(25-27)	(28-30)	(31-33)
Aktiv motion (antal min. pr. dag)	(34-36)	(37-39)	(40-42)	(43-45)	(46-48)	(49-51)	(52-54)
Let motion (antal min. pr. dag)	(55-57)	(58-60)	(61-63)	(64-66)	(67-69)	(70-72)	(73-75)

65. Hvordan vurderer du din egen, din samlevers og dine hjemmeboende børns vægt? (Sæt et kryds i hver række)

	Under- vægtig	Normal- vægtig	Lidt over- vægtig	Noget over- vægtig	Meget over- vægtig	Ved ikke	Findes ikke i husstand	
Jeg er selv.....	1	2	3	4	5	6		(76)
Min samlever er	1	2	3	4	5	6	7	(77)
Ældste barn er.....	1	2	3	4	5	6	7	(78)
Næstældste barn er	1	2	3	4	5	6	7	(79)
Tredjeældste barn er	1	2	3	4	5	6	7	(80)
Fjerdeældste barn er.....	1	2	3	4	5	6	7	(81)
Femteældste barn er.....	1	2	3	4	5	6	7	(82)

Det er ikke sikkert, at din samlever og dine børn har samme opfattelse af deres vægt, som du har. I det følgende spørgsmål vil vi bede dig vurdere, hvordan de opfatter deres egen vægt. Hvis du tror, et eller flere af dine børn er så små, at de ikke selv har en opfattelse af, om de er over- eller undervægtige, så sæt kryds i første kolonne:

66. Hvordan tror du de selv vurderer deres egen vægt? (Sæt et kryds i hver række)

	Jeg tror ikke han /hun er bevidst om vægt	Jeg tror han/hun føler sig:				Jeg ved det ikke	Findes ikke i husstand	
		Under- vægtig	Normal- vægtig	Lidt over- vægtig	Noget over- vægtig	Meget over- vægtig		
Min samlever		2	3	4	5	6	7	8 (83)
Ældste barn.....	1	2	3	4	5	6	7	8 (84)
Næstældste barn	1	2	3	4	5	6	7	8 (85)
Tredjeældste barn ..	1	2	3	4	5	6	7	8 (86)
Fjerdeældste barn...	1	2	3	4	5	6	7	8 (87)
Femteældste barn...	1	2	3	4	5	6	7	8 (88)

67. Udfyld venligst for samtlige familiemedlemmer i husstanden. Hvis du ikke kender den præcise højde eller vægt så skriv et cirkatal. (Udfyld hver række)

	Fødselsdato (dato - måned - år)	Køn	Højde	Vægt	Findes ikke i husstand
Jeg.....	____-____-____ (11-16)	Kvinde	Mand (17) ____cm (18-20)	____kg (21-23)	(24-29)
Samlever	____-____-____ (24-29)	Kvinde	Mand (30) ____cm (31-33)	____kg (34-36)	1
Ældste barn.....	____-____-____ (37-42)	Pige	Dreng (43) ____cm (44-46)	____kg (47-49)	2
Næstældste barn	____-____-____ (50-55)	Pige	Dreng (56) ____cm (57-59)	____kg (60-62)	3
Tredjeældste barn	____-____-____ (63-68)	Pige	Dreng (69) ____cm (70-72)	____kg (73-75)	4
Fjerdeældste barn.....	____-____-____ (76-81)	Pige	Dreng (82) ____cm (83-85)	____kg (86-88)	5
Femteældste barn.....	____-____-____ (11-16)	Pige	Dreng (17) ____cm (18-20)	____kg (21-23)	6 K08

K07

K08

68. Er du eller din samlever...? (Sæt et kryds i hver kolonne. Spring samlever over, hvis du ikke har nogen)

	Jeg er... (30)	Min samlever er... (31)
...gravid.....	1	1
...ikke gravid, men har født inden for det seneste år	2	2
...ikke gravid.....	3	3
...en mand.....	4	4

69. Vil du gerne veje mere eller mindre?

Nej jeg er tilfreds med min vægt	Kg mindre (kun hele tal)	Kg mere (kun hele tal)	Ved ikke
1	_____ 2 (33-35)	_____ 3 (36-38)	4 (32)

Rygning**70. Ryger du eller din samlever? (Sæt et kryds i hver række, besvar kun spørgsmål om samlever, hvis du har en)**

	Har aldrig røget (heller ikke til fester)	Har tidligere røget, men ryger ikke længere	Ryger kun til fester/socialt sammenkomster	Ryger til hverdag
Jeg selv.....	1	2	3	4 (39)
Min samlever	1	2	3	4 (40)

71. Hvis du selv ryger eller har røget inden for det sidste år: (Sæt et kryds i hver række)

Overvejer du at holde op?	1 Ja	2 Nej	3 Er holdt op	(41)
Har du tidligere forsøgt at holde op?	1 Ja, mange gange	2 Ja, en enkelt gang eller to	3 Nej	(42)

72. Hvis din samlever ryger eller har røget inden for det sidste år:*(Sæt et kryds i hver række. Gå til spørgsmål 73 hvis du ikke har en samlever)*

Overvejer din samlever at holde op?	1 Ja	2 Nej	3 Er holdt op	(43)
Har din samlever tidligere forsøgt at holde op?	1 Ja, mange gange	2 Ja, en enkelt gang eller to	3 Nej	(44)

Fritid**73. Ca. hvor mange gange i løbet af det seneste år har du...? (Sæt et kryds i hver række)**

	0 gange	1-2 gange	3-5 gange	Flere end 5 gange	Ved ikke
Været til opera, ballet eller klassisk koncert	1	2	3	4	5 (45)
Været i teateret	1	2	3	4	5 (46)
Været i biografen.....	1	2	3	4	5 (47)
Været på museum/kunstudstilling/galleri.....	1	2	3	4	5 (48)
Overværet en sportsbegivenhed (ikke i fjernsynet)	1	2	3	4	5 (49)
Været til rock/popkoncert.....	1	2	3	4	5 (50)

74. Ca. hvor mange bøger er der i dit hjem? (Der kan være ca. 40 bøger på en meter hylde. Tæl ikke tidsskrifter, aviser og ugeblade med). (Sæt kun ét kryds)

0-10 bøger	1	(51)
11-25 bøger.....	2	
26-100 bøger.....	3	
101-200 bøger	4	
201-500 bøger.....	5	
Mere end 500 bøger.....	6	

De næste spørgsmål handler om dit eget og din familie og venners forhold til forskellige typer organisationer

75. Hvilken forbindelse har du haft til følgende typer organisationer inden for det sidste år:

(Sæt gerne **flere** kryds i hver række)

	Ingen forbindelse	Jeg har været medlem	Jeg har deltaget aktivt	Jeg har arbejdet frivilligt	
En forening, der har til formål at beskytte dyrs velfærd.....	1	2	3	4	(52)
Sportsklub, klub for udendørs aktiviteter eller lignende.....	1	2	3	4	(53)
Organisation for kulturelle eller hobbybetonede aktiviteter.....	1	2	3	4	(54)
Fagforening.....	1	2	3	4	(55)
Erhvervsorganisation, faglig forening eller landbrugsorganisation	1	2	3	4	(56)
En social forening, en klub for unge, pensionister/ældre, kvinder eller lignende.....	1	2	3	4	(57)
En organisation for videnskab, uddannelse eller lærere og forældre.....	1	2	3	4	(58)
En organisation for velgørende formål, humanitær hjælp eller lignende	1	2	3	4	(59)
Et politisk parti.....	1	2	3	4	(60)
En religiøs eller kirkelig organisation.....	1	2	3	4	(61)
En andelsforening, grundejerforening eller lignende.....	1	2	3	4	(62)

76. Har du familie, venner, bekendte eller andre kontakter, der ville kunne hjælpe dig med følgende?

(Sæt et kryds i hver række)

	Nej	Ja, måske	Ja, helt sikkert	
sagsbehandlingen over for en offentlig myndighed.....	1	2	3	(63)
at skaffe et job/nyt job til dig selv eller din samlever.....	1	2	3	(64)
at skaffe en praktikplads/læreplads til dine børn eller bekendtes børn.....	1	2	3	(65)
at skaffe et job til dine børn eller bekendtes børn (fritidsjob eller rigtigt job)	1	2	3	(66)
at finde en bolig, hvis du havde brug for det	1	2	3	(67)

77. Vil du sige, at du selv, din samlever eller venner/bekendte har en indflydelsesrig placering i erhvervslivet, den offentlige administration eller i det politiske liv? Indflydelsen kan være på nationalt niveau, på regionalt niveau eller det lokalområde, hvor du bor. (Sæt mindst et, og gerne **flere kryds i hver række)**

	Nej	Ja, i...			
		erhvervslivet	offentlig administration	det politiske liv	
Mig selv eller samlever	1	2	3	4	(68)
Venner eller bekendte ..	1	2	3	4	(69)

Særlige diæter

Vi vil gerne vide, om der er særlige forhold, der påvirker den mad, du og din familie køber.

78. Vi vil gerne vide, om du, eller nogen i din husstand, følger en diæt på grund af sygdom eller allergi fx glutenallergi, diabetes eller forhøjet kolesteroltal (i en grad der påvirker de daglige fødevarerindkøb væsentligt). Notér, hvilken eller hvilke sygdomme og allergier og tidspunktet for, hvornår det begyndte at påvirke fødevarerindkøbene, hvis du kan huske det. K09

Nej, 1 (11)

Ja, (Skriv hvad:) _____ → Hvornår begyndte det at påvirke indkøb? (md - år): _____ - _____ (12-15)

og, (Skriv hvad:) _____ → Hvornår begyndte det at påvirke indkøb? (md - år): _____ - _____ (16-19)

og, (Skriv hvad:) _____ → Hvornår begyndte det at påvirke indkøb? (md - år): _____ - _____ (20-23)

79. Hvor mange personer i din husstand er vegetarer, veganere eller lignende? (skriv antal)

Antal voksne (over 18 år) (24-25)

Antal store børn (12 år og derover) (26-27)

Antal mindre børn (op til 12 år) (28-29)

Mad, der ikke skal registreres i indkøbsdagbogen

Ikke alle fødevarer skal noteres i indkøbsdagbogen. Mad af egen produktion og mad på arbejdet, i skolekantin eller på restauranter skal for eksempel ikke med. Vi har brug for at vide, hvor stor en del af familiens kost der ikke er dækket af oplysningerne i indkøbsdagbogen.

80. Hvis du tænker på en gennemsnitsuge set over et helt år, hvor mange dage om ugen spiser husstandens familiemedlemmer så frokost, uden at det optræder i indkøbsdagbogen?

(Angiv i hele tal. Skriv 0, hvis det er mindre end en gang om ugen)

	Antal dage om ugen	Ved ikke (37-43)	Findes ikke i husstand (44-49)
Jeg.....	_____ (30)	1	
Min samlever	_____ (31)	2	2
Ældste barn.....	_____ (32)	3	3
Næstældste barn	_____ (33)	4	4
Tredjeældste barn	_____ (34)	5	5
Fjerdeældste barn.....	_____ (35)	6	6
Femteældste barn.....	_____ (36)	7	7

81. Hvor stor en andel af familiens samlede forbrug af nedenstående varer købes ikke i butikker og lignende, men kommer fx fra egen avl, families produktion eller gaver? (Sæt et kryds i hver række)

	Intet	Under 10%	10-25%	26-50%	51-75%	Over 75%	Ved ikke	Anvender ikke varen
Grøntsager ..	1	2	3	4	5	6	7	8 (50)
Frukt.....	1	2	3	4	5	6	7	8 (51)
Æg.....	1	2	3	4	5	6	7	8 (52)
Kød.....	1	2	3	4	5	6	7	8 (53)
Fisk.....	1	2	3	4	5	6	7	8 (54)

Tak for hjælpen!

Documentation of CONCEPT questionnaires

Appendix F: Summary of answers 2007

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May 2009

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Table 97, About yourself:

name	label	Woman	Man	Answ.	Miss.	Answ.%
q01_01	I am a	84	16	2017	5	99.8

Table 98, About your household:

name	label	Yes	No	Answ.	Miss.	Answ.%
q02_01	I live together with a spouse/partner	58.6	41.4	2008	14	99.3
q02_02	I live together with children	27.7	72.3	1891	131	93.5

Table 99, In some families the children live alternately with their father and mother. Therefore, we would like to know how much time the individual child lives in your household.

name	label	All the time	More than half of the time	Half of the time	Less than half of the time	Not in the household	Answ.	Miss.	Answ.%
q03_01	Oldest child is living in the household	83.6	8.1	2.7	5.6	.	519	1503	25.7
q03_02	Second oldest child is living in the household	62.6	5.1	2.1	2.1	28.2	433	1589	21.4
q03_03	Third oldest child is living in the household	27.1	2.5	1.1	0.7	68.6	280	1742	13.8
q03_04	Fourth oldest child is living in the household	6.0	0.9	0.4	0.4	92.3	234	1788	11.6
q03_05	Fifth oldest child is living in the household	1.4	0.5	.	0.5	97.7	220	1802	10.9

Table 100, Who does the shopping?

name	label	1: Almost never	2	3	4	5: Almost always	Answ.	Miss.	Answ.%
q04_01	Me and my partner/spouse together	23.8	21.0	21.1	11.0	23.0	1051	971	52.0
q04_02	My partner/spouse on his/her own	45.2	26.9	17.2	7.2	3.6	890	1132	44.0
q04_03	Me on my own	9.4	7.0	10.7	13.8	59.2	1323	699	65.4

Table 101, To what degree do the different family members influence what is on the menu for supper?

name	label	To a very minor degree	To a minor degree	To some degree	To a high degree	To a very high degree	Answ.	Miss.	Answ.%
q05_01	Me	1.7	1.6	13.7	32.7	50.2	1411	611	69.8
q05_02	My partner/spouse	7.6	14.8	39.0	26.5	12.2	1086	936	53.7
q05_03	My children	17.5	17.5	40.7	17.9	6.4	605	1417	29.9

Table 102, The next questions are about how you plan what is on the menu in your household

name	label	1: Almost never	2	3	4	5: Almost always	Answ.	Miss.	Answ.%
q06_01	How often do you plan your shopping for more than a day at a time?	9.6	8.6	15.8	16.2	49.8	1985	37	98.2
q06_02	How often do you more or less plan what you are going to eat before you shop?	6.9	6.6	18.5	24.0	44.1	1969	53	97.4
q06_03	How often do you revise the plan because there is something more tempting in the shop?	20.1	17.2	34.5	20.9	7.4	1964	58	97.1
q06_04	How often do you eat all the fruit and vegetables bought for the household?	1.1	2.6	7.7	16.4	72.2	1985	37	98.2

Table 103, To what extent do you agree with the following statements?

name	label	Not at all	Only to a small extent	To some extent	To a great extent	Answ.	Miss.	Answ.%
q07_01	I would very much like to plan my shopping better than I do now	27.6	25.8	36.2	10.4	2005	17	99.2

Table 104, How do the following characteristics influence your choice of products when buying food?

name	Label	1: Dislike very much	2	3	4: Unimportant	5	6	7: Like very much	Answ.	Miss.	Answ.%
q08_01	The product is fresh	0.9	0.1	0.0	0.7	2.8	13.7	81.7	2010	12	99.4
q08_02	The product is quick to prepare	1.1	1.2	1.9	42.4	26.2	16.6	10.6	2002	20	99.0
q08_03	The price is low	1.0	1.2	3.1	19.8	30.6	24.7	19.6	2006	16	99.2
q08_04	The product is healthy	0.8	0.4	0.2	3.9	14.0	33.5	47.3	1986	36	98.2
q08_05	The product is organic	7.4	5.0	3.9	42.2	20.3	13.3	7.9	1995	27	98.7
q08_06	The product does not contain artificial additives	2.2	3.5	4.9	22.8	24.4	20.1	22.1	2003	19	99.1
q08_07	The product is produced in Denmark	1.1	1.5	2.0	22.3	21.8	24.0	27.2	2001	21	99.0
q08_08	The product is a "light" product	11.1	4.7	4.6	38.9	17.0	13.1	10.7	1997	25	98.8
q08_09	The product has a low fat content	1.5	1.5	2.1	14.2	19.0	26.0	35.7	2010	12	99.4

Table 105, People like to eat different kinds of food. Some make traditional Danish food for the most part, such as meatballs or cutlets, while others mostly make modern dishes such as a stir-fry or sushi. On this scale, where would you place the kind of food you make for the most part in your household?

name	1: Traditional	2	3	4: Neither traditional nor modern	5	6	7: Modern	Answ.	Miss.	Answ.%
q09_01	18.4	10.5	11	30.1	16.9	10.3	2.9	1963	59	97.1

Table 106, Who prepares supper?

name	label	1: Almost never	2	3	4	5: Almost always	Answ.	Miss.	Answ.%
q10_01	Me and my partner/spouse together	46.1	21.2	17.2	8.1	7.4	996	1026	49.3
q10_02	My partner/spouse on his/her own	44.2	16.3	15.8	12.2	11.6	1001	1021	49.5
q10_03	Me on my own	8.0	5.0	10.0	13.8	63.2	1390	632	68.7

Table 107, How often do the children participate in cooking supper?

name	1: Almost never	2	3	4	5: Almost always	Answ.	Miss.	Answ.%
q11_01	35.6	23.4	30.5	7.7	2.8	607	1415	30

Table 108, The following questions are about how you examine a product you are not used to buying

name	Label	1: Almost never	2	3	4	5: Almost always	Answ.	Miss.	Answ.%
q12_01	How often do you read product information on the label the first time you buy a new product?	9.9	8.4	15.3	18.6	47.8	2015	7	99.7
q12_02	When you read the product information do you compare the product information on the 'new' product with the product information on a similar product which you are used to buying?	22.1	11.7	19.6	21.4	25.2	2009	13	99.4
q12_03	When you read product information, do you find it difficult to understand what it means?	20.4	18.8	30.3	20.7	9.9	2009	13	99.4

Table 109, The Danish Veterinary and Food Administration wants to inform people about healthy eating habits and has therefore formulated some dietary recommendations. The following questions are about their advice:

name	Label	1_portion	2_portions	4_portions	6_portions	Don't know	Answ.	Miss.	Answ.%
q13_01	How many pieces of fruit / helpings of vegetables (at least) are adults recommended to eat every day?	1.3	4	7.2	84.3	3.1	2004	18	99.1

name	Label	Yes	No	Don't know	Answ.	Miss.	Answ.%
q13_02	Are potatoes included in the recommended amount of "fruit and vegetables"?	22.9	64.9	12.2	1969	53	97.4

name	Label	50-100_g	100-200_g	200-300_g	300-400_g	Don't know	Answ.	Miss.	Answ.%
q13_03	How many grams (at least) of fish or fish products are adults recommended to eat each week?	0.9	12.8	38.4	21.3	26.6	1993	29	98.6

Table 110, Food is made up of many single components. How do these components influence you when you are choosing what to eat?

name	label	1: I would very much like to avoid this	2	3	4: This is not important to me	5	6	7: I would very much like to have this	Answ.	Miss.	Answ.%
q14_01	Vegetable fat	5.4	4.2	7.0	30.8	12.4	15.7	24.5	1966	56	97.2
q14_02	Animal fat	36.0	15.9	15.3	26.3	3.6	1.4	1.4	1955	67	96.7
q14_03	Protein	0.9	1.0	3.1	29.9	14.8	20.0	30.3	1960	62	96.9
q14_04	Sugar	27.4	23.9	23.1	18.9	4.1	1.7	1.1	1985	37	98.2
q14_05	Other carbohydrates	7.5	12.0	18.9	37.3	10.2	7.7	6.4	1946	76	96.2
q14_06	Salt	12.2	18.8	23.4	31.1	7.1	3.6	3.7	1977	45	97.8
q14_07	Fibre	0.4	0.5	0.4	13.5	8.4	21.3	55.5	1988	34	98.3
q14_08	Vitamins	1.6	0.8	0.9	18.0	8.8	17.2	52.7	1989	33	98.4

Table 111, Is there anything in general you ought to do differently in order to lead a healthier life?

name	label	I ought to eat					Don t know	Answ.	Miss.	Answ.%
		Much less	A little less	The way I do now	A little more	Much more				
q15_01	Vegetable fat	4.3	16.0	50.7	10.6	4.8	13.5	2022	1	100
q15_02	Animal fat	17.9	34.0	33.9	1.3	0.2	12.7	2022	1	100
q15_03	Protein	0.6	4.9	58.6	18.7	6.5	10.7	2022	1	100
q15_04	Sugar	17.5	41.6	35.3	0.5	0.2	4.9	2022	1	100
q15_05	Other carbohydrates	5.7	24.3	51.3	6.2	1.2	11.3	2022	1	100
q15_06	Salt	7.6	30.1	55.0	1.5	0.4	5.3	2022	1	100
q15_07	Fibres	0.3	0.6	37.3	36.9	19.6	5.2	2022	1	100
q15_08	Vitamins	0.3	0.6	54.8	26.6	11.8	5.8	2022	1	100
q15_09	Fish	0.4	0.5	25.5	37.6	32.4	3.5	2022	1	100
q15_10	Vegetables	0.1	0.3	39.4	35.1	22.2	2.9	2022	1	100
q15_11	Fruit	0.2	0.2	45.8	31.7	19.1	3.0	2022	1	100
q15_12	Total amount of food	5.2	32.6	49.1	5.5	1.8	5.7	2022	1	100

Table 112, To what extent do you agree with the following statements about your everyday food?

name	label	Totally disagree	Partially disagree	Neither agree nor disagree	Partially agree	Totally agree	Answ.	Miss.	Answ.%
q16_01	It is difficult to eat healthily without compromising with the taste	33.0	21.8	20.1	19.5	5.6	2006	16	99.2
q16_02	Eating healthily comes naturally to me	3.3	8.3	19.5	40.5	28.3	2004	18	99.1
q16_03	I seldom think about whether the food I eat is healthy	38.3	31.0	11.8	13.9	5.0	1995	27	98.7
q16_04	Using synthetic sweetener is a good way to avoid calories in my opinion	25.6	15.4	25.3	20.9	12.8	1998	24	98.8
q16_05	I can easily compromise with health so long as the food tastes nice	13.0	26.2	24.2	26.2	10.4	1997	25	98.8
q16_06	I can easily compromise with taste so long as the food is healthy	13.1	29.1	25.3	23.0	9.5	1980	42	97.9
q16_07	If I eat vitamin pills I do not need to think so much about whether there are enough vitamins in my food	44.9	25.6	14.9	10.8	3.8	2009	13	99.4
q16_08	I would like to have healthier eating habits	3.7	4.7	23.0	39.1	29.5	2008	14	99.3

Table 113, To what extent do you agree with the following?

name	Label	1: I think the opposite	2	3: I think there is no difference	4	5: I totally agree	Answ.	Miss.	Answ.%
q17_01	Healthy food usually tastes better than unhealthy food	4.3	11.9	38.7	24.7	20.4	2007	15	99.3
q17_02	Healthy food takes longer to prepare than unhealthy food	10.3	9.8	47.9	19.2	12.7	2011	11	99.5
q17_03	It is more difficult to prepare healthy food than unhealthy food	14.7	12.9	54.3	11.9	6.2	2011	11	99.5
q17_04	Public authorities ought to take bigger responsibility for children's eating habits	26.1	17.4	12.3	20.6	23.7	1998	24	98.8

Table 114, To what extent do you agree with the following statements?

name	label	Totally disagree	Partially disagree	Neither agree nor disagree	Partially agree	Totally agree	Answ.	Miss.	Answ.%
q18_01	I am in doubt about what to eat in order to eat healthily	51.8	22.2	13.6	10.0	2.4	2014	8	99.6
q18_02	Often, I can use the name of the producer in order to judge if the product is healthy	27.3	21.7	33.8	13.7	3.5	2007	15	99.3
q18_03	I do not feel up to learning about how to eat healthily	44.5	27.2	17.9	7.9	2.6	2011	11	99.5
q18_04	Experts recommend new things all the time, so I have stopped listening	18.7	19.2	26.5	25.4	10.3	2005	17	99.2
q18_05	It is important to me that my food is healthy	1.5	2.5	13.1	35.5	47.4	2001	21	99.0
q18_06	I eat healthily	1.4	5.3	19.4	49.6	24.3	1992	30	98.5
q18_07	It is okay to eat an unhealthy supper a couple of times per week	13.0	25.7	25.2	28.5	7.6	2005	17	99.2
q18_08	It is mainly the parents' responsibility to make the children eat healthy	1.2	0.7	1.4	15.1	81.6	1999	23	98.9
q18_09	When your children become teenagers you can no longer control what they eat	13.6	27.2	13.4	32.0	13.7	1996	26	98.7

Table 115, To what extent do you agree with the following statements about your partner's/spouse's attitude to healthy food?

name	label	1: I think the opposite	2	3: I neither agree nor disagree	4	5: I totally agree	6: Don t know	Answ.	Miss.	Answ.%
q19_01	My partner/spouse eats healthy	4.7	9.4	27.3	31.7	24.6	2.2	1203	819	59.5
q19_02	When something healthy is served my partner/spouse usually thinks it tastes good	1.3	4.9	15.0	30.5	45.3	2.9	1204	818	59.5

Table 116, To what extent do you agree with the following statements about the food habits of your children living at home?

name	label	1: I think the opposite	2	3: I neither agree nor disagree	4	5: I totally agree	6: Don t know	Answ.	Miss.	Answ.%
q20_01	It is important that my children's food is healthy	0.2	0.3	3.9	24.1	69.0	2.4	588	1434	29.1
q20_02	My children eat healthily	0.9	3.8	20.3	47.6	23.6	3.8	576	1446	28.5
q20_03	When served something healthy my children usually think it tastes nice	1.6	6.1	21.2	36.6	30.7	3.8	576	1446	28.5
q20_04	We eat healthier food because of the children in our household	8.2	8.5	48.6	18.3	12.7	3.7	574	1448	28.4

Table 117, To what extent do you agree with the following statements about shopping?

name	label	Totally disagree	Partially disagree	Neither agree nor disagree	Partially agree	Totally agree	Don t know	Answ.	Miss.	Answ.%
q21_01	Price is more important than quality	24.3	31.9	25.6	15.7	2.0	0.6	1999	23	98.9
q21_02	I attach great importance to nice food	0.8	1.5	10.2	41.1	46.2	0.3	1999	23	98.9
q21_03	Food is an important part of the joy of life for me	2.5	5.3	22.7	39.0	29.8	0.7	1989	33	98.4
q21_04	Synthetic sweetener may be harmful to health	6.1	10.9	24.0	23.9	19.3	15.8	1990	32	98.4
q21_05	It is important that my food does not have additives	1.8	8.2	31.8	36.3	20.4	1.5	1997	25	98.8
q21_06	Food produced in an environmentally friendly way is better for my health	2.8	6.8	28.3	32.5	25.4	4.2	1995	27	98.7
q21_07	Joy of living is more important to peoples' health than food habits	3.7	12.6	26.7	35.0	18.7	3.4	1996	26	98.7
q21_08	As far as possible, I use seasonal fruit and vegetables	1.5	3.2	10.9	38.2	45.9	0.3	1996	26	98.7
q21_09	It is not particularly important to me whether the food I buy is environmentally friendly	21.3	30.7	23.9	17.4	5.5	1.3	1990	32	98.4
q21_10	It is not particularly important to me whether animal welfare has been taken into account when producing the food I buy	32.5	30.4	16.7	11.6	7.3	1.5	1995	27	98.7
q21_11	The design of the food products' wrapping matters to me when buying the product	44.8	16.2	25.7	9.8	2.2	1.3	1994	28	98.6
q21_12	I like the thought behind fair trade products (e.g. Max Havelaar)	5.1	3.8	24.0	21.3	24.0	21.8	1983	39	98.1
q21_13	I might well buy a product because of the story behind it (such as salt from Læsø or apples from Lilleø)	19.0	10.9	24.9	23.9	17.4	3.9	1996	26	98.7

Table 118, To what extent do you agree with the following statements about cooking? Please answer all the questions even if you do not have children or a partner/spouse.

name	Label	Totally disagree	Partially disagree	Neither agree nor disagree	Partially agree	Totally agree	Don t know	Answ.	Miss.	Answ.%
q22_01	I am not very interested in food and cooking	35.7	29.6	13.1	14.7	6.6	0.1	2001	21	99.0
q22_02	I get stressed when I have to cook new dishes	42.4	21.7	19.4	10.9	4.1	1.6	1998	24	98.8
q22_03	It is important to me that my food looks appetising and interesting	3.1	1.9	9.4	37.3	48.1	0.1	2003	19	99.1
q22_04	The most important thing about a meal is to get enough to eat	9.0	16.7	19.0	32.3	22.6	0.3	1995	27	98.7
q22_05	It is important to involve one's children in cooking	1.2	1.0	9.6	28.8	52.7	6.8	1955	67	96.7
q22_06	Ideally, everybody in the household should cook supper together	4.7	6.7	15.5	33.4	35.9	3.7	1981	41	98.0
q22_07	It is important that the family eat their supper together	1.2	0.4	2.8	12.9	80.7	2.2	1991	31	98.5

Table 119, To what extent do you agree with the following statements about cooking?

name	Label	Not at all	Only to a small extent	To some extent	To a great extent	Answ.	Miss.	Answ.%
q23_01	Everyday cooking should be over and done with as quickly as possible	24.1	23.7	44.3	7.8	2013	9	99.6
q23_02	I like to spend a longer time cooking during the weekend	9.4	15.6	48.1	26.9	2011	11	99.5
q23_03	I like to cook new dishes	4.4	13.6	46.7	35.3	2014	8	99.6
q23_04	As far as possible I make food from scratch and avoid readymade meals	3.5	8.9	32.8	54.8	2011	11	99.5
q23_05	I like to try out new dishes without using a recipe	21.8	30.1	34.4	13.7	2013	9	99.6
q23_06	I find new recipes on the Internet	47.9	20.6	23.6	7.9	2012	10	99.5

Table 120, When choosing between different food products, where do you generally prefer your food to come from?

name	1: A big producer	2	3	4	5: A small producer	Answ.	Miss.	Answ.%
q24_01	4.5	3.9	52.3	18.8	20.5	1954	68	96.6

name	1: A foreign producer	2	3	4	5: A Danish producer	Answ.	Miss.	Answ.%
q24_02	3.4	2.1	24.5	19.5	50.5	1964	58	97.1

name	1: A well known brand	2	3	4	5: A small niche product	Answ.	Miss.	Answ.%
q24_03	7.6	7.6	51.4	18.3	15.1	1962	60	97.0

Table 121, How often do you worry about the following problems?

name	label	Never	Seldom	Now and again	Often	Very often	Don t know	Answ.	Miss.	Answ.%
q25_01	That food products may be genetically modified	13.5	21.8	30.8	21.9	9.6	2.3	2011	11	99.5
q25_02	That meat might be infected by mad cow disease	16.1	24.6	27.2	16.4	14.0	1.7	2013	9	99.6
q25_03	That meat might be infected by bird flue	16.2	24.0	27.1	15.5	15.5	1.6	2013	9	99.6
q25_04	Whether there is salmonella, campylobacter or some other kind of bacteria in the food that can make one ill	5.8	17.0	29.7	27.1	19.4	0.9	2012	10	99.5
q25_05	Whether there are pesticides or medicine residues in food products	7.0	16.0	32.4	26.3	16.8	1.4	2013	9	99.6
q25_06	How much energy is used to produce and transport food products	18.1	29.4	29.9	12.2	6.8	3.6	2013	9	99.6

Table 122, To what extent do you agree with the following statements?

name	Label	1: I think the opposite	2	3: I neither agree nor disagree	4	5: I totally agree	6: Don t know	Answ.	Miss.	Answ.%
q26_01	I think that industrial manufacturing and processing adds to the health value of foods	29.5	16.4	35.5	4.3	3.6	10.8	2012	10	99.5
q26_02	It is important to me to support Danish farmers	0.5	1.4	18.9	31.0	47.1	1.1	2015	7	99.7

Table 123, To what extent do you agree with the following statements?

name	label	1: I think the opposite	2	3: I think there is no difference	4	5: I totally agree	6: Don't know	Answ.	Miss.	Answ. %
q27_01	I think most big food producers are more interested in making money, than are small producers	1.6	1.8	39.5	23.0	29.8	4.3	2014	8	99.6
q27_02	I think most big food producers are less interested in the nutritional quality of their products, than are small producers	2.7	6.8	36.4	28.2	20.3	5.6	2013	9	99.6
q27_03	I think there are more pesticides and medicine residues in Danish food products, than in foreign products	39.2	22.9	20.4	3.3	2.9	11.2	2012	10	99.5
q27_04	I think there is less animal welfare in foreign agriculture, than in Danish agriculture	2.6	7.9	28.1	25.3	25.2	10.9	2010	12	99.4
q27_05	I think Danish farmers cheat more than foreign ones do	20.7	21.8	40.1	2.2	1.0	14.2	2014	8	99.6

Table 124, Do you know or recognise the Danish Ø-label (organic label) shown below?

name	label	Yes, I know it	Yes, I have seen it before	No	Answ.	Miss.	Answ. %
q28_01	Do you know or recognise the Danish Ø-label (organic label)?	89.7	8.9	1.4	2010	12	99.4

Table 125, Do you find any difference in the taste of the following products, depending on whether the product is organic or conventional?

name	label	1: Conventional products have the best taste	2	3	4: No difference between conventional and organic	5	6	7: Organic products have the best taste	8: Have not tasted the organic version	Answ.	Miss.	Answ.%
q29_01	Fruit	1.6	0.9	1.6	47.3	11.3	9.5	16.3	11.5	2009	13	99.4
q29_02	Vegetables	1.3	0.9	2.1	42.6	12.9	12.1	18.4	9.6	2008	14	99.3
q29_03	Meat	1.6	0.6	1.6	43.0	13.2	11.0	12.2	16.9	1997	25	98.8
q29_04	Milk	4.5	1.9	2.6	36.5	10.2	9.6	24.0	10.5	2001	21	99.0
q29_05	Flour, grain, etc	1.3	0.4	1.5	53.0	8.5	6.1	7.4	21.9	2005	17	99.2
q29_06	Bread	1.5	0.9	1.6	48.7	11.2	8.4	8.4	19.3	2008	14	99.3

Table 126, Do you find any difference in how appetising the following products look depending on whether the product is organic or conventional? Think of the product itself and not its wrapping.

name	label	1: Conventional products look more appetising	2	3	4: No difference between conventional and organic	5	6	7: Organic products look more appetising	8: Have not seen the organic version	Answ.	Miss.	Answ.%
q30_01	Fruit	9.3	7.4	11.3	53.2	5.4	4.2	5.2	4.1	2007	15	99.3
q30_02	Vegetables	8.4	7.8	11.6	51.1	6.8	5.2	5.7	3.4	2008	14	99.3
q30_03	Meat	1.8	0.6	2.1	68.4	8.5	5.7	6.2	6.6	2003	19	99.1
q30_04	Milk	2.1	1.0	1.8	72.3	6.2	4.5	8.2	3.8	2002	20	99.0
q30_05	Flour, grain, etc	1.1	0.4	1.9	75.7	3.7	3.3	3.6	10.4	2009	13	99.4
q30_06	Bread	1.6	0.7	2.0	70.0	7.3	4.2	4.7	9.5	2009	13	99.4

Table 127, To what extent do you agree with the following statements about organic products?

name	label	1: I think the opposite	2	3: I think there is no difference	4	5: I totally agree	6: Don't know	Answ.	Miss.	Answ.%
q31_01	The human race is exposed to so many harmful health risks so whether you eat organic food or not is not likely to make a big difference	18.4	20.2	21.6	23.0	12.6	4.2	2009	13	99.4
q31_02	I am indifferent to organic products	28.5	25.4	22.0	12.4	9.9	1.7	2006	16	99.2
q31_03	I don't know a great deal about organic products/production	18.6	26.6	23.6	19.5	9.2	2.4	2009	13	99.4
q31_04	I would be willing to pay more in taxes in order to subsidise organic farming	28.6	16.7	23.3	16.7	8.8	5.8	2012	10	99.5

Table 128, To what extent do you agree with the following views about organic versus conventional production?

name	label	1: I think the opposite	2	3: I think there is no difference	4	5: I totally agree	6: Don't know	Answ.	Miss.	Answ.%
q32_01	I think that organic products are healthier for me and my family than conventional products	1.8	1.6	34.6	27.4	28.9	5.7	2012	10	99.5
q32_02	I think that organic products have a higher content of vitamins and minerals than conventional products	1.6	1.9	39.8	28.0	19.4	9.2	2011	11	99.5
q32_03	I think that organic products have a higher content of substances that can make one ill (such as bacteria and fungus spores) than do conventional products	19.2	19.4	35.2	8.1	2.8	15.3	2011	11	99.5
q32_04	I think organic farmers are more concerned about the state of the planet, than are conventional farmers	1.3	3.9	23.4	32.4	29.1	9.9	2008	14	99.3
q32_05	I think organic farmers are less involved in their production, than are conventional farmers	37.7	24.0	22.7	3.3	2.9	9.4	2004	18	99.1
q32_06	I think that organic farming is better for the environment than conventional farming	1.7	2.9	12.7	28.9	46.7	7.0	2010	12	99.4
q32_07	I think that organic farming, as compared to conventional farming, is more in tune with nature	2.5	2.6	13.0	34.1	37.8	10.0	2002	20	99.0
q32_08	I think that organic farming might contribute to increasing the greenhouse effect	35.0	17.4	21.6	2.3	2.7	20.9	2010	12	99.4
q32_09	I think that organic farming is better for animal welfare than conventional farming	1.3	2.3	15.8	26.6	44.7	9.3	2002	20	99.0
q32_10	I think there are fewer pesticides and medicine residues in organic products	1.5	2.4	14.7	25.2	43.9	12.3	2004	18	99.1
q32_11	Organic products taste worse	28.7	19.9	38.9	2.8	0.8	8.9	2004	18	99.1
q32_12	Generally, organic products are of a poorer quality	26.1	19.3	34.6	8.6	1.8	9.6	2007	15	99.3
q32_13	I like the ideas behind organic farming	2.7	3.4	18.2	21.0	47.7	7.0	2010	12	99.4

Table 129, To what extent do you agree with the following statements about organic farming?

name	label	1: I think the opposite	2	3: I neither agree nor disagree	4	5: I totally agree	6: Don t know	Answ.	Miss.	Answ.%
q33_01	The rules behind the Ø-label are not tough enough	3.3	6.4	33.6	12.3	7.8	36.7	1998	24	98.8
q33_02	"Organic" is a sales gimmick	26.2	20.0	22.3	10.6	5.6	15.3	1997	25	98.8
q33_03	Organic farming is ineffective, too few products are produced	7.6	10.4	32.2	15.9	8.9	25.0	1998	24	98.8

Table 130, To what extent do you agree with the following statements about buying organic products?

name	label	Totally disagree	Partially disagree	Neither agree nor disagree	Partially agree	Totally agree	Don t know	Answ.	Miss.	Answ.%
q34_01	It is important to me to set a good example by buying organic products	20.5	12.3	37.4	17.9	8.1	3.8	2012	10	99.5
q34_02	I buy organic food when I want to pamper myself and my family	27.9	11.2	31.7	16.0	9.9	3.2	2010	12	99.4
q34_03	I buy organic products as a matter of principle	32.9	13.4	28.5	14.5	7.6	3.2	2000	22	98.9
q34_04	Organic foods are just a fashionable fad	35.8	17.6	23.8	11.5	5.2	6.1	1997	25	98.8
q34_05	I usually don't buy organic products because there is too much cheating with the organic label	21.8	16.3	25.6	16.0	8.6	11.8	2007	15	99.3
q34_06	I usually don't buy organic products because the price is too high	8.8	11.5	19.4	36.3	20.8	3.2	2008	14	99.3
q34_07	I often find that the organic products I want to buy are sold out	12.2	14.0	37.4	12.8	4.3	19.2	2008	14	99.3
q34_08	The shops where I do my shopping do not have many organic products for sale	19.5	22.6	23.4	17.0	6.8	10.7	2011	11	99.5

Table 131, To what extent do you agree with the following statements about buying organic products?

name	label	1: Totally disagree	2	3: Don't care one way or the ot	4	5: Totally agree	Answ.	Miss.	Answ.%
q35_01	I get a good conscience when I buy organic food	4.5	4.1	50.7	23.6	17.3	2000	22	98.9
q35_02	I think it important to buy organic products for my guests	6.8	7.0	61.6	16.2	8.5	1997	25	98.8
q35_03	I think it is important to buy organic products for our own household consumption	6.6	5.7	48.1	23.4	16.1	1996	26	98.7
q35_04	I like the people around me to see that I buy organic foods	10.4	7.3	74.7	4.2	3.4	1995	27	98.7
q35_05	If I can't get Danish organic fruit or vegetables, I would prefer to buy conventional Danish products rather than foreign organic ones	5.8	8.1	39.8	18.1	28.1	1998	24	98.8

Table 132, When you choose to buy organic food products instead of conventional products, how much importance do you attribute to the following reasons for doing so?

name	Label	Not important at all	Somewhat important	Important	Very important	Answ.	Miss.	Answ.%
q36_01	To avoid pesticide and medicine residues	8.5	20.2	37.9	33.4	1508	514	74.6
q36_02	Better taste	15.5	29.4	38.8	16.4	1495	527	73.9
q36_03	Health-promoting substances such as vitamins and minerals	16.7	30.5	36.3	16.5	1489	533	73.6
q36_04	To contribute to a better environment	6.8	19.4	39.2	34.6	1495	527	73.9
q36_05	Animal welfare (for animal products)	6.4	15.8	39.8	38.1	1498	524	74.1
q36_06	Better quality	10.0	22.0	46.3	21.7	1481	541	73.2
q36_07	The health of my children living at home	20.4	16.5	36.1	26.9	991	1031	49.0
q36_08	My own health	9.6	23.5	40.0	26.9	1484	538	73.4
q36_09	To support the ideas behind organic farming	12.1	27.1	35.0	25.8	1492	530	73.8

Table 133, Do you know or recognise the European Ø-label shown below?

name	label	Yes, I know it	Yes, I have seen it before	No	Answ.	Miss.	Answ.%
q37_01	Do you know or recognise the European Ø-label?	17.2	24.7	58.1	2001	21	99

Table 134, How do you perceive the Danish and the European Ø-label?

name	label	1: The Danish label	2	3	4: No difference	5	6	7: The European label	Answ.	Miss.	Answ.%
q38_01	I think the rules are tougher for	48.4	11.5	7.3	31.0	0.6	0.5	0.8	1413	609	69.9
q38_02	I have more confidence in	55.2	11.9	6.3	25.6	0.4	0.3	0.3	1555	467	76.9

Table 135, Imagine that the European Ø-label is just as widespread as the Danish Ø-label is today. How important would it be to you whether the products you buy were labelled with:

name	label	1: Very important to avoid	2	3	4: Unimportant	5	6	7: Very important	8: Don't know	Answ.	Miss.	Answ.%
q39_01	The European Ø-label	1.3	1.3	2.9	43.0	13.0	9.8	9.2	19.4	1990	32	98.4
q39_02	The Danish Ø-label	0.7	0.2	0.5	31.7	9.4	13.7	27.8	15.8	2004	18	99.1

Table 136, Do you know or recognise the Swan label shown below?

name	label	Yes, I know it	Yes, I have seen it before	No	Answ.	Miss.	Answ.%
q40_01	Do you know or recognise the Swan label?	71.8	18.7	9.4	2006	16	99.2

Table 137, How do you perceive products with the Swan label as compared to products that are not labelled? Please answer even if you are not sure whether your answer is correct. We are interested in your impression of these products, not whether you know the rules behind the labels.

name	label	1: I think the opposite	2	3: I think there is no difference	4	5: I totally agree	6: No opinion	Answ.	Miss.	Answ.%
q41_01	more attention has been given to the work environment during production	0.3	0.9	32.3	28.6	23.4	14.4	1843	179	91.1
q41_02	the product has a less negative impact on the environment	0.2	0.3	6.7	32.0	52.8	8.0	1842	180	91.1
q41_03	the product has a better quality	0.4	1.1	48.0	24.7	16.3	9.6	1839	183	90.9
q41_04	the product is healthier for me and my family	0.1	0.5	18.8	35.5	35.5	9.6	1840	182	91.0
q41_05	the product has a less negative impact on our hormone system	0.1	0.7	13.8	31.2	37.4	16.8	1834	188	90.7
q41_06	there are fewer perfume and allergy-causing substances in the product	0.2	0.5	7.9	30.9	50.6	10.0	1842	180	91.1
q41_07	the product is more expensive	1.0	1.9	32.2	29.3	21.7	13.9	1841	181	91.0

Table 138, How important is it to you whether the products you buy are labelled with the Swan label?

name	1: Very important to avoid	2	3	4: Unimportant	5	6	7: Very important	Answ.	Miss.	Answ.%
q42_01	0.1	0.2	1	39.9	28.3	20.5	10	1842	180	91.1

Table 139, Do you know or recognise the Flower label shown below?

name	label	Yes, I know it	Yes, I have seen it before	No	Answ.	Miss.	Answ.%
q43_01	Do you know or recognise the Flower label?	26.6	25.4	48	2008	14	99.3

Table 140, How do you perceive products with the Flower as compared to products that are not labelled? Please answer even if you are not sure whether your answer is correct. We are interested in your impression of these products, not whether you know the rules behind the labels.

name	label	1: I think the opposite	2	3: I think there is no difference	4	5: I totally agree	6: No opinion	Answ.	Miss.	Answ.%
q44_01	more attention has been given to the work environment during production	0.4	0.6	28.2	28.3	19.5	23.0	1203	819	59.5
q44_02	the product has a less negative impact on the environment	0.3	0.5	9.5	37.2	34.5	18.0	1202	820	59.4
q44_03	the product has a better quality	0.2	0.8	39.2	24.6	15.4	19.8	1204	818	59.5
q44_04	the product is healthier for me and my family	0.1	0.7	18.7	34.5	27.1	19.0	1201	821	59.4
q44_05	the product has a less negative impact on our hormone system	0.2	0.4	13.7	32.7	29.1	23.8	1201	821	59.4
q44_06	there are fewer perfume and allergy-causing substances in the product	0.3	0.5	11.2	32.3	35.3	20.4	1201	821	59.4
q44_07	the product is more expensive	0.2	1.4	29.0	26.4	18.9	24.1	1199	823	59.3

Table 141, How important is it to you whether the products you buy are labelled with the Flower label?

name	1: Very important to avoid	2	3	4: Unimportant	5	6	7: Very important	Answ.	Miss.	Answ.%
q45_01	0.3	0.3	0.8	48.5	27	16.8	6.3	1165	857	57.6

Table 142, To what extent do you agree with the following statements about the greenhouse effect?

name	label	Totally disagree	Partially disagree	Neither agree nor disagree	Partially agree	Totally agree	Don t know	Answ.	Miss.	Answ.%
q46_01	The threat of the greenhouse effect has been generally exaggerated	18.6	25.2	16.7	21.5	5.2	12.8	1997	25	98.8
q46_02	I often discuss the greenhouse effect with friends and acquaintances	22.4	14.6	34.4	18.3	5.2	5.2	1998	24	98.8
q46_03	I often discuss the greenhouse effect with friends and acquaintances	16.6	14.8	27.6	26.6	9.3	5.1	1989	33	98.4
q46_04	Industry and agriculture are primarily responsible for the greenhouse effect	5.2	10.7	22.3	38.3	10.5	13.0	1969	53	97.4
q46_05	Technological development will no doubt come up with some solution to the greenhouse effect	4.3	18.0	21.6	28.3	6.7	21.2	1983	39	98.1
q46_06	If the majority does nothing to reduce the greenhouse effect, there is no point in my trying to do something about it	29.1	33.3	14.3	10.3	6.2	6.7	1989	33	98.4
q46_07	It is important that we all do our part in trying to reduce the greenhouse effect	3.1	1.7	5.9	26.5	56.9	6.0	1992	30	98.5
q46_08	I think about how much energy is used to produce and transport the products I buy	10.7	10.2	39.4	22.6	8.2	8.8	1992	30	98.5

Table 143, To what extent do you agree with the following statements about pollution and the environment in general?

name	label	Totally disagree	Partially disagree	Neither agree nor disagree	Partially agree	Totally agree	Don t know	Answ.	Miss.	Answ.%
q47_01	Not greenhouse effect: I believe that the authorities are doing enough to control pollution	18.7	35.7	15.1	18.1	3.6	8.8	2008	14	99.3
q47_02	Not greenhouse effect: I get worried when I think about the negative effects of pollution on plants and animals	2.1	4.0	12.1	45.2	33.6	2.9	2012	10	99.5
q47_03	I often discuss pollution with friends and acquaintances	14.0	13.4	33.8	27.3	8.1	3.4	2006	16	99.2
q47_04	I often read articles, listen to radio pro-grammes or watch television programmes dealing with pollution	11.9	13.2	30.0	30.9	11.0	2.9	2004	18	99.1
q47_05	The environmental problems are much bigger in other countries	2.3	6.2	14.9	38.2	27.7	10.7	2007	15	99.3
q47_06	Not greenhouse effect: Any welfare society must have a negative impact on nature	14.6	22.5	18.6	25.1	11.5	7.7	1996	26	98.7
q47_07	Not greenhouse effect: Industry and agriculture are primarily responsible for environmental problems	3.9	12.2	22.1	40.8	12.8	8.1	2005	17	99.2
q47_08	Not greenhouse effect: Technological development will no doubt come up with some solution to environmental problems	5.1	17.5	23.8	29.1	5.7	18.8	1999	23	98.9
q47_09	Not greenhouse effect: The threat of environmental pollution has been generally exaggerated	22.5	28.9	20.2	14.6	2.8	11.0	1985	37	98.2
q47_10	Not greenhouse effect: If the majority does nothing to protect the environment, there is no point in my trying to do something about it	35.5	32.1	12.1	10.3	6.0	3.9	2004	18	99.1
q47_11	Not greenhouse effect: It is important that we all do our part in trying to improve the environment	2.5	0.9	4.5	24.9	65.1	2.0	2007	15	99.3

Table 144, Do you think about how the product affects the environment when you buy the following things?

name	label	1: Never	2	3	4	5: Always	6: Do not buy	Answ.	Miss.	Answ.%
q48_01	Kitchen rolls	28.7	10.3	23.9	22.5	12.1	2.5	2012	10	99.5
q48_02	Toilet paper	29.0	11.1	23.8	23.0	13.0	0.1	2012	10	99.5
q48_03	Washing powder for washing clothes	15.1	6.9	19.2	30.6	26.7	1.4	2009	13	99.4
q48_04	Household cleaning products	14.0	7.0	20.0	33.8	25.1	0.1	2009	13	99.4
q48_05	Clothes	37.0	14.2	28.1	15.1	5.3	0.3	2008	14	99.3

Table 145, Do you think about animal welfare when you buy any of the following products?

name	label	Not at all	To a small degree	To some degree	To a high degree	To a very high degree	Do not buy	Answ.	Miss.	Answ.%
q49_01	Eggs	6.6	11.4	30.7	24.7	25.2	1.4	2016	6	99.7
q49_02	Hen/chicken	6.4	13.0	34.5	28.4	15.6	2.1	2011	11	99.5
q49_03	Milk	11.3	17.0	32.8	19.5	17.3	2.1	2014	8	99.6
q49_04	Beef/veal	8.3	14.4	39.7	23.8	12.0	1.8	2012	10	99.5
q49_05	Pork	8.2	14.2	39.2	23.1	12.8	2.5	2009	13	99.4
q49_06	Cheese	16.0	24.2	35.3	14.7	7.6	2.2	2015	7	99.7
q49_07	Sliced cold cuts (lunch meats)	13.6	23.9	35.3	14.7	7.4	5.1	2013	9	99.6

Table 146, To what extent do you think different groups are responsible for the following?

name	<i>Whether people have nutritionally healthy eating habits:</i>	not at all	to some extent	to a great extent	to a very great extent	4: illegal answer 'Yes'	Answ.	Miss.	Answ.%
q50_01	The individual consumer	1.4	5.8	12.5	79.5	0.8	1898	124	93.9
q50_02	Farmers	26.2	32.4	28.3	13.0	0.1	1570	452	77.6
q50_03	The food industry	9.9	24.5	41.0	24.5	0.2	1622	400	80.2
q50_04	Supermarkets	22.8	36.8	29.4	10.8	0.1	1579	443	78.1
q50_05	Public authorities	27.7	32.4	25.1	14.7	0.1	1553	469	76.8

name	<i>Whether farm animals are able to thrive:</i>	not at all	to some extent	to a great extent	to a very great extent	4: illegal answer 'Yes'	Answ.	Miss.	Answ.%
q50_06	The individual consumer	20.5	37.9	25.7	15.7	0.1	1590	432	78.6
q50_07	Farmers	0.3	2.2	9.4	87.2	0.9	1902	120	94.1
q50_08	The food industry	8.2	19.3	38.3	34.1	0.1	1583	439	78.3
q50_09	Supermarkets	24.8	31.0	30.9	13.3	.	1542	480	76.3
q50_10	Public authorities	11.1	16.0	31.5	41.4	0.1	1571	451	77.7

name	<i>Whether there are pesticides in drinking water:</i>	not at all	to some extent	to a great extent	to a very great extent	4: illegal answer 'Yes'	Answ.	Miss.	Answ.%
q50_11	The individual consumer	39.0	31.1	14.4	15.5	.	1578	444	78.0
q50_12	Farmers	5.0	14.5	29.8	50.6	0.1	1609	413	79.6
q50_13	The food industry	11.5	16.9	28.2	43.2	0.2	1601	421	79.2
q50_14	Supermarkets	45.5	28.6	15.6	10.3	.	1515	507	74.9
q50_15	Public authorities	2.8	5.3	15.5	75.5	0.9	1845	177	91.2

name	<i>The greenhouse effect:</i>	not at all	to some extent	to a great extent	to a very great extent	4: illegal answer 'Yes'	Answ.	Miss.	Answ.%
q50_16	The individual consumer	6.6	29.4	28.0	35.7	0.3	1688	334	83.5
q50_17	Farmers	3.5	20.5	32.8	43.2	0.1	1585	437	78.4
q50_18	The food industry	3.3	13.8	30.0	52.8	0.1	1623	399	80.3
q50_19	Supermarkets	19.3	31.3	24.8	24.6	.	1526	496	75.5
q50_20	Public authorities	4.1	11.4	20.4	63.4	0.7	1726	296	85.4

Table 147, To what extent do you agree with the following statements?

name	Label	Totally disagree	Partially disagree	Neither agree nor disagree	Partially agree	Totally agree	Answ.	Miss.	Answ.%
q51_01	The individual consumer should take <i>political</i> considerations into account when shopping (for example: not buying products from a particular country due to the politics pursued in that country)	11.9	9.3	28.1	36.5	14.2	1990	32	98.4
q51_02	The individual consumer should take <i>ethical</i> considerations into account when shopping (for example: whether child labour or animal experiments have been used in production)	2.3	3.5	12.5	44.6	37.1	1993	29	98.6
q51_03	One must assume that politicians and manufacturers take their responsibilities seriously, so that consumers don't have to worry about politics and ethics when they are shopping	10.7	18.5	17.4	30.0	23.4	1992	30	98.5
q51_04	Consumers do have a political and ethical responsibility when shopping	4.7	6.6	25.6	43.2	20.0	1987	35	98.3
q51_05	It is important to consider the consequences of one's shopping on the outside world	3.7	6.3	31.6	42.5	15.9	1978	44	97.8
q51_06	Political and ethical problems cannot be solved by the way one uses ones purse / shopping basket	6.2	14.8	28.4	25.5	25.0	1986	36	98.2

Table 148, To what extent do you agree with the following statements about your own shopping?

name	Label	Totally disagree	Partially disagree	Neither agree nor disagree	Partially agree	Totally agree	Answ.	Miss.	Answ.%
q52_01	It is important to me to boycott certain products for political and ethical reasons	10.1	8.2	30.9	34.4	16.4	1987	35	98.3
q52_02	It is important to me to boycott certain products for environmental reasons	6.4	5.8	26.9	40.2	20.8	1987	35	98.3
q52_03	It is important to me to buy certain products for political or ethical reasons	11.5	8.6	39.1	29.7	11.1	1989	33	98.4
q52_04	It is important to me to buy certain products for environmental reasons	5.6	4.6	27.4	39.6	22.7	1987	35	98.3

Table 149, How concerned would you say you are about the way politics affects the following ...?

name	label	Not at all	To a small extent	To some extent	To a great extent	To a very great extent	Answ.	Miss.	Answ.%
q53_01	Issues in your own daily life	6.2	10.8	39.4	31.1	12.4	1993	29	98.6
q53_02	Issues in the wider society	5.7	9.8	46.7	27.8	10.0	1994	28	98.6

Table 150, To what extent do you agree with the following statements?

name	label	1: I think the opposite	2	3: I neither agree nor disagree	4	5: I totally agree	6: Don't know	Answ.	Miss.	Answ.%
q54_01	Public spending on social initiatives ought to be cut	21.8	21.4	30.9	11.1	7.4	7.4	1985	37	98.2
q54_02	Differences in the standard of living are too big in Denmark	3.1	10.7	30.6	28.5	22.5	4.6	1991	31	98.5
q54_03	State control with business and industry is too big	28.5	29.3	23.9	6.3	3.3	8.6	1978	44	97.8
q54_04	High incomes ought to be more heavily taxed than they are today	10.5	15.1	30.3	18.7	19.1	6.3	1979	43	97.9
q54_05	The authorities/the State spend(s) too much money on aid to developing countries	12.9	14.4	29.7	16.4	21.2	5.5	1990	32	98.4
q54_06	Denmark should receive less refugees than today	11.5	11.5	31.2	16.1	25.8	3.9	1995	27	98.7
q54_07	The economic growth must never be preferred to environmental interests	2.1	4.8	22.2	29.7	32.8	8.5	1993	29	98.6
q54_08	Violent crimes ought to be punished far harder than they are today	0.5	1.8	11.1	23.1	60.8	2.8	1993	29	98.6
q54_09	I am clearly against the EU	26.1	15.1	27.2	9.5	16.9	5.2	1997	25	98.8

Table 151, People often describe their political views as being left-wing or right-wing. Where would you place yourself on the following scale?

name	1: Left-wing	2	3	4	5	6	7	8	9	10: Right-wing	Answ.	Miss.	Answ.%
q55_01	2.5	3.8	9.2	8.9	19.6	25.7	10.6	11.5	4.5	3.7	1914	108	94.7

Table 152, Did you vote in the last general election?

name	label	Yes	No	Answ.	Miss.	Answ.%
q56_01	Did you vote in the last general election?	95.6	4.4	1789	233	88.5

Table 153, How do you feel about the different political parties? Please answer even if you do not usually vote.

name	label	1: Much in disagreement with the party	2	3	4	5: Much in agreement with the party	6: Don't know enough about the party	Answ.	Miss.	Answ. %
q57_01	Centre Democrats	14.9	17.8	24.9	4.2	1.1	37.1	1948	74	96.3
q57_02	Danish People's Party	35.1	17.1	16.8	13.0	7.9	10.0	1966	56	97.2
q57_03	Conservative Party	10.6	20.0	29.0	19.0	6.7	14.7	1957	65	96.8
q57_04	Social Liberal Party	17.4	24.0	28.1	11.4	2.6	16.6	1957	65	96.8
q57_05	Unity List – Red-Green Alliance	38.1	16.7	12.7	8.2	2.4	21.9	1960	62	96.9
q57_06	Christian Democrats	23.1	21.2	17.5	4.2	1.8	32.3	1959	63	96.9
q57_07	Minority Party	28.5	8.7	6.6	1.0	0.1	55.0	1951	71	96.5
q57_08	Social Democrats	7.7	17.7	29.6	25.7	11.0	8.4	1966	56	97.2
q57_09	Socialist People's Party	18.9	18.6	18.2	18.6	8.1	17.5	1958	64	96.8
q57_10	Liberal Party	15.3	18.6	21.4	23.1	12.8	8.7	1970	52	97.4

Table 154, What do you do when voting in an election?

name	label	Not at all	To a small extent	To some extent	To a great extent	To a very great extent	Don't know	Answ.	Miss.	Answ. %
q58_01	Do you usually vote for a particular political party	5.1	4.9	36.0	30.9	20.3	2.8	1991	31	98.5
q58_02	Does your vote depend on the particular issues under discussion	25.1	26.3	32.5	8.0	3.2	4.9	1928	94	95.4

Table 155, What type of job or study do you and your spouse/partner have?

name	label	1: Sedentary work	2	3	4	5: Hard physical work	6: Do not have a job	Answ.	Miss.	Answ. %
q59_01	My job is mostly	15.4	11.2	18.9	12.4	6.5	35.6	1967	55	97.3
q59_02	My spouse/partner's job is mostly	14.2	11.6	15.3	16.9	12.8	29.3	1172	850	58.0

Table 156, Current or most recent employment:

name	label	Self employed	Employed in the private sector	Employed in the public sector	Student	Have never been employed	Answ.	Miss.	Answ. %
q60_01	I	4.7	41.1	49.1	3.3	1.8	1897	125	93.8
q60_02	My spouse/partner	10.0	57.8	29.8	1.6	0.7	1107	915	54.7

Table 157, Within which line of work do/did you and your partner/spouse work/study?

name	q61_01	q61_02
label	I	Partner/spouse
Trades, industries	11.8	31.0
Commerce, service, transport	19.3	22.7
Social, health	30.3	8.3
Agriculture, market gardening, fishery	2.8	5.9
Construction, technology, architecture	1.6	4.3
Economy, administration, law	10.9	6.6
Teaching, research	8.1	4.4
Marketing	0.7	0.8
Language, communication	1.3	0.6
Culture, entertainment	0.9	1.2
Armed forces, police force	1.1	2.4
IT	2.0	4.0
Other	9.1	7.8
Answ.	1879	1119
Miss.	143	903
Answ. %	92.9	55.3

Table 158, On average over the last year, how would you rate your general physical health as compared to others your own age?

name	Very poor	Poor	Reasonable	Good	Very good	Answ.	Miss.	Answ. %
q62_01	1.4	7.8	30.6	45.2	14.9	2003	19	99.1

Table 159, How would you rate your physical form as compared to others your own age?

name	Very poor	Poor	Reasonable	Good	Very good	Answ.	Miss.	Answ. %
q63_01	1.3	10.2	35.2	41.5	11.8	1999	23	98.9

Table 160, Please write down the number of minutes (per day) for each of these activities in an average week:

Total no. of minutes, per week:	0 or missing	1-30	31-60	61-180	181-240	241-360	361-480	>480	Answ.	Miss.	Answ. %
Sports	62.9	1.6	8.3	17.5	3.5	3.7	1.6	1.9	2022	0	100.0
Active exercise	26.2	1.7	5.3	23.5	12.0	13.1	9.7	8.5	2022	0	100.0
Light exercise	16.1	0.9	3.8	23.9	14.1	9.8	11.4	20.0	2022	0	100.0

Apparently missing values have been recorded as zero in this questionnaire. Answers for individual days are also available.

Table 161, How do you rate your own weight, the weight of your spouse/partner and that of your children, who live at home?

name	label	Under-weight	Standard weight	A little over-weight	Somewhat over-weight	Much over-weight	Don t know	Not in the household	Answ.	Miss.	Answ.%
q65_01	I am	2.7	43.9	34.9	14.1	4.2	0.2	.	1996	26	98.7
q65_02	My spouse/partner is	2.6	33.8	21.6	7.3	1.9	0.1	32.7	1747	275	86.4
q65_03	My oldest child is	3.1	27.1	4.4	1.0	0.3	0.3	63.7	1555	467	76.9
q65_04	My second oldest child is	2.0	18.9	2.2	0.3	0.1	0.3	76.1	1474	548	72.9
q65_05	My third oldest child is	0.4	5.4	0.7	0.2	0.1	0.3	92.9	1358	664	67.2
q65_06	My fourth oldest child is	0.1	1.1	0.2	.	.	0.3	98.3	1324	698	65.5
q65_07	My fifth oldest child is	.	0.2	0.1	.	.	0.3	99.5	1315	707	65.0

Table 162 How do you think they themselves would rate their own weight?

name	label	I do not think he/she is aware of weight	Under weight	Standard weight	A little over-weight	Somewhat over-weight	Much over-weight	Don t know	Not in the household	Answ.	Miss.	Answ.%
q66_01	My spouse/partner	.	2.1	30.4	24.6	5.9	1.9	1.0	34.1	1769	253	87.5
q66_02	My oldest child	7.2	1.3	17.8	7.4	0.9	0.3	0.4	64.6	1603	419	79.3
q66_03	My second oldest child	5.8	1.1	12.1	3.4	0.5	0.1	0.3	76.8	1516	506	75.0
q66_04	My third oldest child	2.4	0.2	3.4	0.6	0.3	0.1	0.1	92.9	1402	620	69.3
q66_05	My fourth oldest child	0.2	.	1.0	0.1	0.1	.	0.1	98.5	1362	660	67.4
q66_06	My fifth oldest child	.	.	0.2	.	0.1	0.1	0.1	99.6	1354	668	67.0

Table 163, Date of birth, sex, height and weight for all members of the household

These answers are to elaborate to present here. Data need to be checked before actual use. Some answers are inconsistent and some spouses may actually be children.

Table 164, Are you or your spouse/partner...?

name	label	Pregnant	Not pregnant, but have given birth within the last year	Not pregnant	A man	Answ.	Miss.	Answ.%
q68_01	Are you:	1.2	2.1	81.4	15.3	1974	48	97.6
q68_02	Is your spouse/partner:	0.4	0.5	15.5	83.6	1168	854	57.8

Table 165, Would you like to weigh more or less than you do now?

name	label	No, I am satisfied with my weigh	Less	More	Don t know	Answ.	Miss.	Answ.%
q69_01	Do you want to weigh more or less than you do now?	28.8	66.9	2.6	1.7	1960	62	96.9

Table 166, Do you or your spouse/partner smoke?

name	label	Never smoked, not even at parties	Has smoked earlier, but not anymore	Only smokes at parties/ social gatherings	Smokes on ordinary days	Answ.	Miss.	Answ.%
q70_01	Myself	47.7	30.1	3.6	18.7	2000	22	98.9
q70_02	My spouse/partner	38.4	33.5	3.6	24.5	1170	852	57.9

Table 167, If you smoke yourself or have been smoking within the last year:

name	label	Yes	No	Have stopped	Answ.	Miss.	Answ.%
q71_01	Do you consider to stop smoking?	29.9	31.9	38.2	720	1302	35.6
q71_02	Have you tried to stop smoking before?	20.5	39.5	40.0	585	1437	28.9

Table 168, If your partner/spouse smokes or have been smoking within the last year:

name	label	Yes	No	Have stopped	Answ.	Miss.	Answ.%
q72_01	Does your partner/spouse consider to stop smoking?	18.6	46	35.4	489	1533	24.2
q72_02	Has your partner/spouse tried to stop smoking?	19.3	41	39.8	410	1612	20.3

Table 169, About how many times during the last year have you been to ...?

name	label	0 times	1-2 times	3-5 times	More than 5 times	Don t know	Answ.	Miss.	Answ.%
q73_01	an opera, a ballet or a classical concert	74.9	17.5	4.3	3.0	0.3	1976	46	97.7
q73_02	the theatre	50.8	33.1	10.6	5.3	0.3	1983	39	98.1
q73_03	the cinema	33.6	31.2	19.7	15.3	0.1	1985	37	98.2
q73_04	a museum/art exhibition/art gallery	34.8	35.8	18.8	10.5	0.2	1989	33	98.4
q73_05	a sporting event (not seen it on television)	61.4	20.7	8.1	9.4	0.4	1983	39	98.1
q73_06	a rock/pop concert	65.7	24.2	7.4	2.4	0.3	1984	38	98.1

Table 170, About how many books are there in your home? (Do not include journals, newspapers or weekly magazines)

name	0-10 books	11-25 books	26-100 books	101-200 books	201-500 books	More than 500 books	Answ.	Miss.	Answ.%
q74_01	4.6	6.6	25.6	21.8	24.3	17.1	2003	19	99.1

Table 171, Which relation have you had to the following types of organisations within the last year?

name	label	No	Yes	Answ.	Miss.	Answ.%
	<i>A society whose purpose is to protect animal welfare:</i>					
q75_01	No relation	20.4	79.6	1981	41	98.0
q75_02	I have been a member	81.5	18.5	1981	41	98.0
q75_03	I have taken active part	97.7	2.3	1981	41	98.0
q75_04	I have been working as a volunteer	99.7	0.3	1981	41	98.0
	<i>A sports association, a club for outdoor activities or the like:</i>					
q75_05	No relation	39.1	60.9	1968	54	97.3
q75_06	I have been a member	82.6	17.4	1968	54	97.3
q75_07	I have taken active part	77.6	22.4	1968	54	97.3
q75_08	I have been working as a volunteer	89.8	10.2	1968	54	97.3
	<i>An organisation for cultural or hobby-like activities:</i>					
q75_09	No relation	31.0	69.0	1936	86	95.7
q75_10	I have been a member	86.0	14.0	1936	86	95.7
q75_11	I have taken active part	84.1	15.9	1936	86	95.7
q75_12	I have been working as a volunteer	94.0	6.0	1936	86	95.7
	<i>A trade union:</i>					
q75_13	No relation	66.3	33.7	1954	68	96.6
q75_14	I have been a member	47.1	52.9	1954	68	96.6
q75_15	I have taken active part	85.4	14.6	1954	68	96.6
q75_16	I have been working as a volunteer	97.9	2.1	1954	68	96.6
	<i>A trade organisation, industrial association or agricultural society:</i>					
q75_17	No relation	17.5	82.5	1926	96	95.3
q75_18	I have been a member	87.6	12.4	1926	96	95.3
q75_19	I have taken active part	94.9	5.1	1926	96	95.3
q75_20	I have been working as a volunteer	99.1	0.9	1926	96	95.3
	<i>A social club, a club for young people, pensioners/elderly, women or the like:</i>					
q75_21	No relation	34.1	65.9	1978	44	97.8
q75_22	I have been a member	83.5	16.5	1978	44	97.8
q75_23	I have taken active part	84.6	15.4	1978	44	97.8
q75_24	I have been working as a volunteer	93.6	6.4	1978	44	97.8
	<i>An organisation for science, for education or for teachers and parents:</i>					
q75_25	No relation	9.3	90.7	1941	81	96.0
q75_26	I have been a member	94.1	5.9	1941	81	96.0
q75_27	I have taken active part	96.7	3.3	1941	81	96.0
q75_28	I have been working as a volunteer	99.1	0.9	1941	81	96.0

name	label	No	Yes	Answ.	Miss.	Answ.%
	<i>An organisation for charitable purposes, humanitarian aid or the like:</i>					
q75_29	No relation	36.7	63.3	1955	67	96.7
q75_30	I have been a member	75.1	24.9	1955	67	96.7
q75_31	I have taken active part	92.0	8.0	1955	67	96.7
q75_32	I have been working as a volunteer	92.6	7.4	1955	67	96.7
	<i>A political party:</i>					
q75_33	No relation	10.1	89.9	1954	68	96.6
q75_34	I have been a member	93.0	7.0	1954	68	96.6
q75_35	I have taken active part	96.2	3.8	1954	68	96.6
q75_36	I have been working as a volunteer	98.8	1.2	1954	68	96.6
	<i>A religious or ecclesiastical organisation:</i>					
q75_37	No relation	14.7	85.3	1958	64	96.8
q75_38	I have been a member	92.5	7.5	1958	64	96.8
q75_39	I have taken active part	93.9	6.1	1958	64	96.8
q75_40	I have been working as a volunteer	96.0	4.0	1958	64	96.8
	<i>A housing co-operative, a house owners' association or the like:</i>					
q75_41	No relation	44.5	55.5	1965	57	97.2
q75_42	I have been a member	71.3	28.7	1965	57	97.2
q75_43	I have taken active part	84.1	15.9	1965	57	97.2
q75_44	I have been working as a volunteer	93.9	6.1	1965	57	97.2

Table 172, Do you have family, friends, acquaintances or other contacts who could help you with the following?

name	label	No	Yes, maybe	Yes, most certainly	Answ.	Miss.	Answ.%
q76_01	Dealing with a public authority	39.2	31.3	29.5	1999	23	98.9
q76_02	Getting you or your spouse/partner a job/a new job	56.2	33.0	10.8	1940	82	95.9
q76_03	Getting your children or children of your acquaintance a training/ apprenticeship placement	60.5	31.0	8.4	1906	116	94.3
q76_04	Getting your children or children of your acquaintance a job (after-school or full-time)	56.9	34.0	9.2	1910	112	94.5
q76_05	Helping you to find a flat if you needed one	44.1	38.3	17.7	1977	45	97.8

Table 173, Would you say that you, your spouse/partner or your friends/acquaintances have an influential role in the business community, in public administration or in politics? This influence can be at the national level, at a regional level or in the local community where you live

name	label	No	Yes	Answ.	Miss.	Answ.%
q77_01	Neither me nor my spouse/partner have an influential role in the business community, public administration or politics	14.6	85.4	1964	58	97.1
q77_02	I or my spouse/partner have an influential role in the business community	92.3	7.7	1964	58	97.1
q77_03	I or my spouse/partner have an influential role in public administration	93.8	6.2	1964	58	97.1
q77_04	I or my spouse/partner have an influential role in politics	95.4	4.6	1964	58	97.1
q77_05	None of my friends or acquaintances have an influential role in the business community, public administration or politics	33.5	66.5	1893	129	93.6
q77_06	Friends or acquaintances have an influential role in the business community	77.0	23.0	1893	129	93.6
q77_07	Friends or acquaintances have an influential role in public administration	87.6	12.4	1893	129	93.6
q77_08	Friends or acquaintances have an influential role in politics	89.9	10.1	1893	129	93.6

Table 174, Do you or someone in your household follow a diet due to illness or allergy (to a degree that substantially influences your daily purchases of food)

These answers are to elaborate to present here

Table 175, How many people in your household are vegetarians, vegans or the like?

name	Label	0	1	2	Answ.	Miss.	Answ.%
q79_01	How many adults (18_years or more)	95.5	3.4	1.1	1481	541	73.2
q79_02	How many older children (12_years or more)	99.6	0.3	0.1	1008	1014	49.9
q79_03	How many small children (up to 12_years old)	99.1	0.7	0.2	1013	1009	50.1

Table 176, Think about an average week during the year. How many days of the week do the members of your household eat a lunch that is not registered in the shopping diary?

name	label	0	1	2	3	4	5	6	7	Answ.	Miss.	Answ.%
q80_01	Myself	48.4	13.1	9.1	5.6	4.3	16.0	0.6	3.0	1646	376	81.4
q80_02	My spouse/partner	48.0	12.4	7.6	4.7	2.8	20.4	0.6	3.4	958	1064	47.4
q80_03	Oldest child	39.7	10.8	9.6	7.4	2.0	24.9	1.6	4.0	446	1576	22.1
q80_04	Second oldest child	46.9	11.3	6.9	4.7	3.6	21.8	0.7	4.0	275	1747	13.6
q80_05	Third oldest child	56.9	10.8	1.5	3.1	4.6	16.9	.	6.2	65	1957	3.2
q80_06	Fourth oldest child	72.7	.	18.2	9.1	11	2011	0.5
q80_07	Fifth oldest child	100.0	1	2021	0.0

Table 177, How big a part of the family's total consumption of the following products is not purchased in shops and such places, but is grown by yourself, produced by family members, or is given to your household as gifts?

name	label	Nothing	Less than 10_ %	10-25%	26-50%	51-75%	More than 75%	Don t know	Do not use the product	Answ.	Miss.	Answ.%
q81_01	Vegetables	47.1	27.0	11.8	5.8	3.0	2.8	2.5	0.2	1999	23	98.9
q81_02	Fruit	47.8	29.0	11.9	4.2	2.5	2.1	2.4	0.2	1988	34	98.3
q81_03	Eggs	75.0	9.1	2.8	2.0	1.2	7.1	2.4	0.4	1975	47	97.7
q81_04	Meat	75.7	8.8	3.7	3.1	2.2	3.3	2.5	0.6	1975	47	97.7
q81_05	Fish	72.8	12.8	4.1	2.5	1.6	2.6	2.5	1.2	1973	49	97.6

Documentation of CONCEPT questionnaires

Appendix G: Questions which are repeated in the 2007 and 2008 questionnaires

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The first three columns give the names of the variables in the datasets for the 2002, 2007 and 2008 questionnaires. The first number indicates the overall question number in the questionnaires, the second number indicates the sub-question. Q08_03 is the third subquestion in question eight. See appendix B and E for more details about the questions.

q2002	q2007	q2008	label08
	q01_01	s01_01	I am a
	q02_01	s02_01	I live together with a spouse/partner
	q02_02	s02_02	I live together with children
	q08_01	s05_01	Importance, buying food That the product is fresh
q01_07	q08_02	s05_02	Importance, buying food That the product is quick to prepare
q01_04	q08_03	s05_03	Importance, buying food That the price is low
	q08_04	s05_04	Importance, buying food That the product is healthy
q01_08	q08_05	s05_05	Importance, buying food That the product is organic
q01_03	q08_06	s05_06	Importance, buying food That the product does not contain artificial additives
q01_12	q08_07	s05_07	Importance, buying food That the product is produced in Denmark
	q08_08	s05_08	Importance, buying food That the product is a "light" product
q01_11	q08_09	s05_09	Importance, buying food That the product has a low fat content
	q13_01	s07_01	How many pieces of fruit / helpings of vegetables (at least) are adults recommended to eat every day?
	q13_02	s07_02	Are potatoes included in the recommended amount of "fruit and vegetables"?
	q13_03	s07_03	How many grams (at least) of fish or fish products are adults recommended to eat each week?
	q12_01	s10_01	How often do you read product information on the label the first time you buy a new product?
	q12_03	s10_02	When you read product information, do you find it difficult to understand what it means?
	q14_01	s11_01	Importance: Vegetable fat
	q14_02	s11_02	Importance: Animal fat
	q14_03	s11_03	Importance: Protein
	q14_04	s11_04	Importance: Sugar
	q14_05	s11_05	Importance: Other carbohydrates
	q14_06	s11_06	Importance: Salt
	q14_07	s11_07	Importance: Fibres
	q14_08	s11_08	Importance: Vitamins
	q15_01	s12_01	I ought to eat differently: Vegetable fat
	q15_02	s12_02	I ought to eat differently: Animal fat
	q15_03	s12_03	I ought to eat differently: Protein

q2002	q2007	q2008	label08
	q15_04	s12_04	I ought to eat differently: Sugar
	q15_05	s12_05	I ought to eat differently: Other carbohydrates
	q15_06	s12_06	I ought to eat differently: Salt
	q15_07	s12_07	I ought to eat differently: Fibres
	q15_08	s12_08	I ought to eat differently: Vitamins
	q15_09	s12_09	I ought to eat differently: Fish
	q15_10	s12_10	I ought to eat differently: Vegetables
	q15_11	s12_11	I ought to eat differently: Fruit
	q15_12	s12_12	I ought to eat differently: Total amount of food
	q17_01	s13_01	Healthy food usually tastes better than unhealthy food
	q17_02	s13_02	Healthy food takes longer to prepare than unhealthy food
	q17_03	s13_03	It is more difficult to prepare healthy food than unhealthy food
	q16_01	s15_01	It is difficult to eat healthily without compromising with the taste
	q16_02	s15_02	Eating healthily comes naturally to me
	q16_03	s15_03	I seldom think about whether the food I eat is healthy
	q16_04	s15_04	Using synthetic sweetener is a good way to avoid calories in my opinion
	q16_05	s15_05	I can easily compromise with health so long as the food tastes nice
	q16_08	s15_06	I would like to have healthier eating habits
	q18_01	s16_01	I am in doubt about what to eat in order to eat healthily
	q18_03	s16_02	I do not feel up to learning about how to eat healthily
	q18_04	s16_03	Experts recommend new things all the time, so I have stopped listening
	q18_05	s16_04	It is important to me that my food is healthy
	q18_06	s16_05	I eat healthily
	q20_01	s17_01	It is important that my children's food is healthy
	q20_02	s17_02	My children eat healthily
	q20_03	s17_03	When served something healthy my children usually think it tastes nice
	q20_04	s17_04	We eat healthier food because of the children in our household
	q21_01	s18_01	Price is more important than quality
	q21_03	s18_02	Food is an important part of the joy of life for me
	q21_04	s18_03	Synthetic sweetener may be harmful to health
	q21_05	s18_05	It is important that my food does not have additives
	q21_06	s18_06	Food produced in an environmentally friendly way is better for my health
	q21_08	s18_07	As far as possible, I use seasonal fruit and vegetables
	q21_09	s18_08	It is not particularly important to me whether the food I buy is environmentally friendly

q2002	q2007	q2008	label08
	q21_10	s18_09	It is not particularly important to me whether animal welfare has been taken into account when producing the food I buy
	q21_12	s18_10	I like the thought behind fair trade products (e.g. Max Havelaar)
	q21_13	s18_11	I might well buy a product because of the story behind it (such as salt from Læsø or apples from Lilleø)
	q22_01	s18_12	I am not very interested in food and cooking
	q22_04	s18_13	The most important thing about a meal is to get enough to eat
	q22_05	s18_14	It is important to involve one's children in cooking
	q23_01	s19_01	Everyday cooking should be over and done with as quickly as possible
	q23_02	s19_02	I like to spend a longer time cooking during the weekend
	q23_03	s19_03	I like to cook new dishes
	q23_04	s19_04	As far as possible I make food from scratch and avoid readymade meals
	q23_05	s19_05	I like to try out new dishes without using a recipe
	q09_01	s20_01	Traditional Danish food such as meatballs or cutlets, versus modern dishes such as a stir-fry or sushi. On this scale, where would you place the kind of food you make for the most part in your household?
	q24_01	s21_01	Where do you generally prefer your food to come from? (Big/small)
	q24_02	s21_02	Where do you generally prefer your food to come from? (Foreign/Danish)
	q24_03	s21_03	Where do you generally prefer your food to come from? (Brand/niche)
q04_01	q25_01	s22_01	How often do you worry about: That food products may be genetically modified
q04_03	q25_04	s22_02	How often do you worry about: Whether there is salmonella, campylobacter or some other kind of bacteria in the food that can make one ill
q04_05	q25_05	s22_03	How often do you worry about: Whether there are pesticides or medicine residues in food products
	q25_06	s22_04	How often do you worry about: How much energy is used to produce and transport food products
	q26_01	s23_01	I think that industrial manufacturing and processing adds to the health value of foods
	q26_02	s23_02	It is important to me to support Danish farmers
	q27_01	s24_01	I think most big food producers are more interested in making money, than are small producers
	q27_02	s24_02	I think most big food producers are less interested in the nutritional quality of their products, than are small producers
	q27_03	s24_03	I think there are more pesticides and medicine residues in Danish food products, than in foreign products
	q27_04	s24_04	I think there is less animal welfare in foreign agriculture, than in Danish agriculture

q2002	q2007	q2008	label08
	q27_05	s24_05	I think Danish farmers cheat more than foreign ones do
q19_01	q28_01	s25_01	Do you know or recognise the Danish Ø-label (organic label)?
	q29_01	s29_01	Quality: Fruit
	q29_02	s29_02	Quality: Vegetables
	q29_03	s29_03	Quality: Meat
	q29_04	s29_04	Quality: Milk
	q29_05	s29_05	Quality: Flour, grain, etc
	q29_06	s29_06	Quality: Bread
	q31_02	s31_01	I am indifferent to organic products
	q31_03	s31_02	I don't know a great deal about organic products/production
q45_01	q31_04	s31_04	I would be willing to pay more in taxes in order to subsidise organic farming
	q32_04	s32_01	I think organic farmers are more concerned about the state of the planet, than are conventional farmers
	q32_05	s32_02	I think organic farmers are less involved in their production, than are conventional farmers
	q32_06	s32_03	I think that organic farming is better for the environment than conventional farming
	q32_07	s32_04	I think that organic farming, as compared to conventional farming, is more in tune with nature
	q32_08	s32_05	I think that organic farming might contribute to increasing the greenhouse effect
	q32_09	s32_06	I think that organic farming is better for animal welfare than conventional farming
	q32_13	s32_07	I like the ideas behind organic farming
	q32_01	s33_01	I think that organic products are healthier for me and my family than conventional products
	q32_02	s33_02	I think that organic products have a higher content of vitamins and minerals than conventional products
	q32_03	s33_03	I think that organic products have a higher content of substances that can make one ill (such as bacteria and fungus spores) than do conventional products
	q32_10	s33_04	I think there are fewer pesticides and medicine residues in organic products
q28_02	q32_11	s33_06	Organic products taste worse
	q32_12	s33_07	Generally, organic products are of a poorer quality
q57_07	q33_01	s35_01	The rules behind the Ø-label are not tough enough
q57_01	q33_02	s35_02	"Organic" is a sales gimmick

q2002	q2007	q2008	label08
	q33_03	s35_03	Organic farming is ineffective, too few products are produced
q27_05	q34_01	s36_01	It is important to me to set a good example by buying organic products
	q34_02	s36_02	I buy organic food when I want to pamper myself and my family
	q34_03	s36_03	I buy organic products as a matter of principle
q28_09	q34_04	s36_04	Organic foods are just a fashionable fad
q28_13	q34_05	s36_05	I usually don't buy organic products because there is too much cheating with the organic label
q28_08	q34_06	s36_06	I usually don't buy organic products because the price is too high
q28_06	q34_07	s36_07	I often find that the organic products I want to buy are sold out
q27_01	q35_01	s37_01	I get a good conscience when I buy organic food
q28_12	q35_05	s37_02	If I can't get Danish organic fruit or vegetables, I would prefer to buy conventional Danish products rather than foreign organic ones
	q36_01	s39_01	How important are the following reasons for purchasing organic food products: To avoid pesticide and medicine residues
	q36_02	s39_02	How important are the following reasons for purchasing organic food products: Better taste
	q36_03	s39_03	How important are the following reasons for purchasing organic food products: Health-promoting substances such as vitamins and minerals
	q36_04	s39_04	How important are the following reasons for purchasing organic food products: To contribute to a better environment
	q36_05	s39_05	How important are the following reasons for purchasing organic food products: Animal welfare (for animal products)
	q36_06	s39_06	How important are the following reasons for purchasing organic food products: Better quality
	q36_07	s39_07	How important are the following reasons for purchasing organic food products: The health of my children living at home
	q36_08	s39_08	How important are the following reasons for purchasing organic food products: My own health
	q36_09	s39_09	How important are the following reasons for purchasing organic food products: To support the ideas behind organic farming
	q37_01	s41_01	Do you know or recognise the European Ø-label?
	q38_01	s43_01	I think the rules are tougher for
	q38_02	s43_02	I have more confidence in
	q39_01	s44_01	Imagine that the European Ø-label is just as widespread as the Danish Ø-label is today. How important would it be to you whether the products you buy were labelled with: The European Ø-label
	q39_02	s44_02	Imagine that the European Ø-label is just as widespread as the Danish Ø-label is today. How important would it be to you whether the products you buy were labelled with: The Danish Ø-label

q2002	q2007	q2008	label08
	q43_01	s45_01	Do you know or recognise the Flower label?
q41_01	q40_01	s45_02	Do you know or recognise the Swan label?
	q45_01	s47_01	The Flower label
	q42_01	s47_02	The Swan label
	q46_01	s48_01	The threat of the greenhouse effect has been generally exaggerated
	q46_02	s48_02	I often discuss the greenhouse effect with friends and acquaintances
	q46_04	s48_03	Industry and agriculture are primarily responsible for the greenhouse effect
	q46_05	s48_04	Technological development will no doubt come up with some solution to the greenhouse effect
	q46_06	s48_05	If the majority does nothing to reduce the greenhouse effect, there is no point in my trying to do something about it
	q46_07	s48_06	It is important that we all do our part in trying to reduce the greenhouse effect
	q46_08	s48_07	I think about how much energy is used to produce and transport the products I buy
	q47_01	s51_01	Not greenhouse effect: I believe that the authorities are doing enough to control pollution
	q47_02	s51_02	Not greenhouse effect: I get worried when I think about the negative effects of pollution on plants and animals
	q47_06	s51_03	Not greenhouse effect: Any welfare society must have a negative impact on nature
	q47_07	s51_04	Not greenhouse effect: Industry and agriculture are primarily responsible for environmental problems
	q47_08	s51_05	Not greenhouse effect: Technological development will no doubt come up with some solution to environmental problems
q36_04	q47_09	s51_06	Not greenhouse effect: The threat of environmental pollution has been generally exaggerated
q36_03	q47_10	s51_07	Not greenhouse effect: If the majority does nothing to protect the environment, there is no point in my trying to do something about it
	q47_11	s51_08	Not greenhouse effect: It is important that we all do our part in trying to improve the environment
	q48_03	s52_02	Do you think about how the product affects the environment when you buy: Washing powder for washing clothes
	q48_04	s52_03	Do you think about how the product affects the environment when you buy: Household cleaning products
	q48_05	s52_04	Do you think about how the product affects the environment when you buy: Clothes
	q49_01	s53_01	Do you think about animal welfare when you buy: Eggs

q2002	q2007	q2008	label08
	q49_02	s53_02	Do you think about animal welfare when you buy: Hen/chicken
	q49_03	s53_03	Do you think about animal welfare when you buy: Milk
	q49_04	s53_04	Do you think about animal welfare when you buy: Beef/veal
	q49_05	s53_05	Do you think about animal welfare when you buy: Pork
	q49_06	s53_06	Do you think about animal welfare when you buy: Cheese
	q49_07	s53_07	Do you think about animal welfare when you buy: Sliced cold cuts (lunch meats)
	q50_01	s54_01	Responsibility: Whether people have nutritionally healthy eating habits: The individual consumer
	q50_02	s54_02	Responsibility: Whether people have nutritionally healthy eating habits: Farmers
	q50_03	s54_03	Responsibility: Whether people have nutritionally healthy eating habits: The food industry
	q50_04	s54_04	Responsibility: Whether people have nutritionally healthy eating habits: Supermarkets
	q50_05	s54_05	Responsibility: Whether people have nutritionally healthy eating habits: Public authorities
	q50_06	s54_06	Responsibility: Whether farm animals are able to thrive: The individual consumer
	q50_07	s54_07	Responsibility: Whether farm animals are able to thrive: Farmers
	q50_08	s54_08	Responsibility: Whether farm animals are able to thrive: The food industry
	q50_09	s54_09	Responsibility: Whether farm animals are able to thrive: Supermarkets
	q50_10	s54_10	Responsibility: Whether farm animals are able to thrive: Public authorities
	q50_11	s54_11	Responsibility: Whether there are pesticides in drinking water: The individual consumer
	q50_12	s54_12	Responsibility: Whether there are pesticides in drinking water: Farmers
	q50_13	s54_13	Responsibility: Whether there are pesticides in drinking water: The food industry
	q50_14	s54_14	Responsibility: Whether there are pesticides in drinking water: Supermarkets
	q50_15	s54_15	Responsibility: Whether there are pesticides in drinking water: Public authorities
	q50_16	s54_16	Responsibility: The greenhouse effect/climate changes: The individual consumer
	q50_17	s54_17	Responsibility: The greenhouse effect/climate changes: Farmers
	q50_18	s54_18	Responsibility: The greenhouse effect/climate changes: The food industry
	q50_19	s54_19	Responsibility: The greenhouse effect/climate changes: Supermarkets

q2002	q2007	q2008	label08
	q50_20	s54_20	Responsibility: The greenhouse effect/climate changes: Public authorities
	q51_01	s55_01	The individual consumer should take political considerations into account when shopping (for example: not buying products from a particular country due to the politics pursued in that country)
	q51_02	s55_02	The individual consumer should take ethical considerations into account when shopping (for example: whether child labour or animal experiments have been used in production)
	q51_03	s55_03	One must assume that politicians and manufacturers take their responsibilities seriously, so that consumers don't have to worry about politics and ethics when they are shopping
	q51_04	s55_04	Consumers do have a political and ethical responsibility when shopping
	q51_05	s55_05	It is important to consider the consequences of one's shopping on the outside world
	q51_06	s55_06	Political and ethical problems cannot be solved by the way one uses ones purse / shopping basket
	q52_01	s56_01	It is important to me to boycott certain products for political and ethical reasons
	q52_02	s56_02	It is important to me to boycott certain products for environmental reasons
	q52_03	s56_03	It is important to me to buy certain products for political or ethical reasons
	q52_04	s56_04	It is important to me to buy certain products for environmental reasons
	q53_01	s57_01	How concerned would you say you are about politics which affects: Issues in your own daily life
	q53_02	s57_02	How concerned would you say you are about politics which affects: Issues in the wider society
	q55_01	s58_01	People often describe their political views as being left-wing or right-wing. Where would you place yourself on the following scale?
	q57_02	s59_01	Danish People's Party
	q57_03	s59_02	Conservative Party
	q57_04	s59_03	Social Liberal Party
	q57_05	s59_04	Unity List – Red-Green Alliance
	q57_06	s59_05	Christian Democrats
	q57_07	s59_06	Minority Party
	q57_08	s59_08	Social Democrats
	q57_09	s59_09	Socialist People's Party
	q57_10	s59_10	Liberal Party
	q58_01	s60_01	What do you do when voting in an election: Do you usually vote for a particular political party

q2002	q2007	q2008	label08
	q58_02	s60_02	What do you do when voting in an election: Does your vote depend on the particular issues under discussion
	q59_01	s62_01	My job is mostly
	q59_02	s62_02	My spouse/partner's job is mostly
	q60_01	s63_01	Current or most recent employment: I
	q60_02	s63_02	Current or most recent employment: My spouse/partner
	q62_01	s65_01	How would you rate your general physical health as compared to others your own age?
	q63_01	s66_01	How would you rate your physical form as compared to others your own age?
	q64_01	s73_01	Sports, Sunday
	q64_02	s73_02	Sports, Monday
	q64_03	s73_03	Sports, Tuesday
	q64_04	s73_04	Sports, Wednesday
	q64_05	s73_05	Sports, Thursday
	q64_06	s73_06	Sports, Friday
	q64_07	s73_07	Sports, Saturday
	q64_08	s73_08	Active exercise, Sunday
	q64_09	s73_09	Active exercise, Monday
	q64_10	s73_10	Active exercise, Tuesday
	q64_11	s73_11	Active exercise, Wednesday
	q64_12	s73_12	Active exercise, Thursday
	q64_13	s73_13	Active exercise, Friday
	q64_14	s73_14	Active exercise, Saturday
	q64_15	s73_15	Light exercise, Sunday
	q64_16	s73_16	Light exercise, Monday
	q64_17	s73_17	Light exercise, Tuesday
	q64_18	s73_18	Light exercise, Wednesday
	q64_19	s73_19	Light exercise, Thursday
	q64_20	s73_20	Light exercise, Friday
	q64_21	s73_21	Light exercise, Saturday
	q65_01	s74_01	Weight: I am
	q65_02	s74_02	Weight: My spouse/partner is
	q65_03	s74_03	Weight: My oldest child is
	q65_04	s74_04	Weight: My second oldest child is

q2002	q2007	q2008	label08
	q65_05	s74_05	Weight: My third oldest child is
	q65_06	s74_06	Weight: My fourth oldest child is
	q65_07	s74_07	Weight: My fifth oldest child is
	q66_01	s75_01	Own perception, weight: My spouse/partner
	q66_02	s75_02	Own perception, weight: My oldest child
	q66_03	s75_03	Own perception, weight: My second oldest child
	q66_04	s75_04	Own perception, weight: My third oldest child
	q66_05	s75_05	Own perception, weight: My fourth oldest child
	q66_06	s75_06	Own perception, weight: My fifth oldest child
	q67_01	s76_01	Myself : Date of birth
	q67_02	s76_02	Myself : Sex
	q67_03	s76_03	Myself : Height
	q67_04	s76_04	Myself : Weight
	q67_05	s76_05	My spouse/partner : Date of birth
	q67_06	s76_06	My spouse/partner : Sex
	q67_07	s76_07	My spouse/partner : Height
	q67_08	s76_08	My spouse/partner : Weight
	q67_09	s76_09	Oldest child : Date of birth
	q67_10	s76_10	Oldest child : Sex
	q67_11	s76_11	Oldest child : Height
	q67_12	s76_12	Oldest child : Weight
	q67_13	s76_13	Second oldest child : Date of birth
	q67_14	s76_14	Second oldest child : Sex
	q67_15	s76_15	Second oldest child : Height
	q67_16	s76_16	Second oldest child : Weight
	q67_17	s76_17	Fourth oldest child : Date of birth
	q67_18	s76_18	Fourth oldest child : Sex
	q67_19	s76_19	Fourth oldest child : Height
	q67_20	s76_20	Fourth oldest child : Weight
	q67_21	s76_21	Fourth oldest child : Date of birth
	q67_22	s76_22	Fourth oldest child : Sex
	q67_23	s76_23	Fourth oldest child : Height
	q67_24	s76_24	Fourth oldest child : Weight
	q67_25	s76_25	Fifth oldest child : Date of birth
	q67_26	s76_26	Fifth oldest child : Sex

q2002	q2007	q2008	label08
	q67_27	s76_27	Fifth oldest child : Height
	q67_28	s76_28	Fifth oldest child : Weight
	q68_01	s77_01	Are you:
	q68_02	s77_02	Is your spouse/partner:
	q69_01	s78_01	Do you want to weigh more or less than you do now?
	q69_02	s78_02	I would like to weigh X Kg less:
	q69_03	s78_03	I would like to weigh X Kg more:
	q70_01	s80_01	Myself
	q70_02	s80_02	My spouse/partner
	q73_01	s85_01	About how many times during the last year have you: Been to an opera, a ballet or a classical concert
	q73_02	s85_02	About how many times during the last year have you: Been to the theatre
	q73_03	s85_03	About how many times during the last year have you: Been to the cinema
	q73_04	s85_04	About how many times during the last year have you: Been to a museum/art exhibition/art gallery
	q73_05	s85_05	About how many times during the last year have you: Been to a sporting event (not seen it on television)
	q73_06	s85_06	About how many times during the last year have you: Been to a rock/pop concert
	q74_01	s86_01	About how many books are there in your home?
	q76_01	s87_01	Do you have family, friends, acquaintances or other contacts who could help you with the following? Dealing with a public authority
	q76_02	s87_02	Do you have family, friends, acquaintances or other contacts who could help you with the following? Getting you or your spouse/partner a job/a new job
	q76_03	s87_03	Do you have family, friends, acquaintances or other contacts who could help you with the following? Getting your children or children of your acquaintance a training/ apprenticeship placement
	q76_04	s87_04	Do you have family, friends, acquaintances or other contacts who could help you with the following? Getting your children or children of your acquaintance a job (after-school or full-time)
	q76_05	s87_05	Do you have family, friends, acquaintances or other contacts who could help you with the following? Helping you to find a flat if you needed one
	q77_02	s88_01	Neither me nor my spouse/partner have an influential role in the business community, public administration or politics
	q77_03	s88_02	I or my spouse/partner have an influential role in the business community
	q77_04	s88_03	I or my spouse/partner have an influential role in public administration
	q77_01	s88_04	I or my spouse/partner have an influential role in politics

q2002	q2007	q2008	label08
	q77_06	s88_05	None of my friends or acquaintances have an influential role in the business community, public administration or politics
	q77_07	s88_06	Friends or acquaintances have an influential role in the business community
	q77_08	s88_07	Friends or acquaintances have an influential role in public administration
	q77_05	s88_08	Friends or acquaintances have an influential role in politics
	q80_01	s94_01	Lunch not included in dairy, days per week: Myself
	q80_02	s94_02	Lunch not included in dairy, days per week: My spouse/partner
	q80_03	s94_03	Lunch not included in dairy, days per week: Oldest child
	q80_04	s94_04	Lunch not included in dairy, days per week: Second oldest child
	q80_05	s94_05	Lunch not included in dairy, days per week: Third oldest child
	q80_06	s94_06	Lunch not included in dairy, days per week: Fourth oldest child
	q80_07	s94_07	Lunch not included in dairy, days per week: Fifth oldest child
	q80_08	s94_08	Lunch not included in dairy, days per week, dont know: Myself
	q80_09	s94_09	Lunch not included in dairy, days per week, dont know: My spouse/partner
	q80_10	s94_10	Lunch not included in dairy, days per week, dont know: Oldest child
	q80_11	s94_11	Lunch not included in dairy, days per week, dont know: Second oldest child
	q80_12	s94_12	Lunch not included in dairy, days per week, dont know: Third oldest child
	q80_13	s94_13	Lunch not included in dairy, days per week, dont know: Fourth oldest child
	q80_14	s94_14	Lunch not included in dairy, days per week, dont know: Fifth oldest child
	q80_15	s94_15	My spouse/partner Not in the household
	q80_16	s94_16	Oldest child Not in the household
	q80_17	s94_17	Second oldest child Not in the household
	q80_18	s94_18	Third oldest child Not in the household
	q80_19	s94_19	Fourth oldest child Not in the household
	q80_20	s94_20	Fifth oldest child Not in the household
q40_01	q81_01	s95_01	How big a part is not purchased: Vegetables
q40_02	q81_02	s95_02	How big a part is not purchased: Fruit
q40_03	q81_03	s95_03	How big a part is not purchased: Eggs
q40_04	q81_04	s95_04	How big a part is not purchased: Meat
	q81_05	s95_05	How big a part is not purchased: Fish