

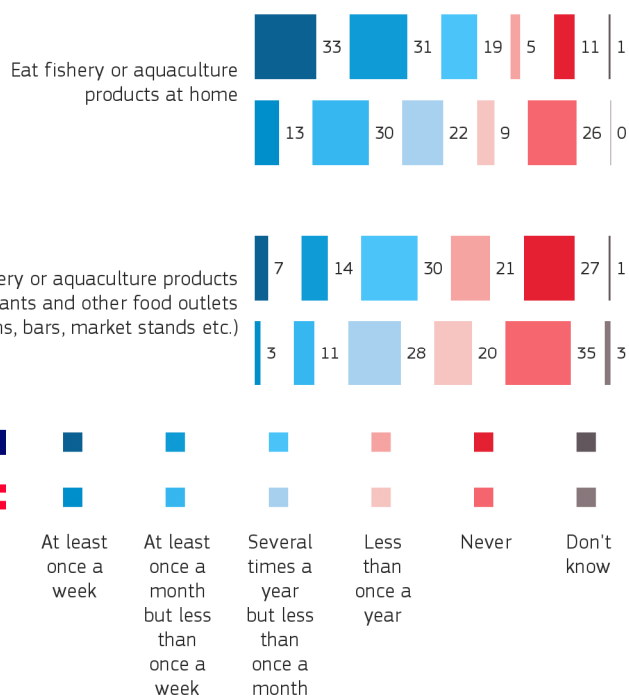
26,669 interviews
15 / 03 > 14 / 04 / 2021

1,025 interviews
16 / 03 > 05 / 04 / 2021

Methodology: face-to-face

CONSUMPTION HABITS REGARDING FISHERY AND AQUACULTURE PRODUCTS

QD1 How frequently do you ...
(%)



Base: All respondents (26,669)

QD1T How frequently do you...
(%)

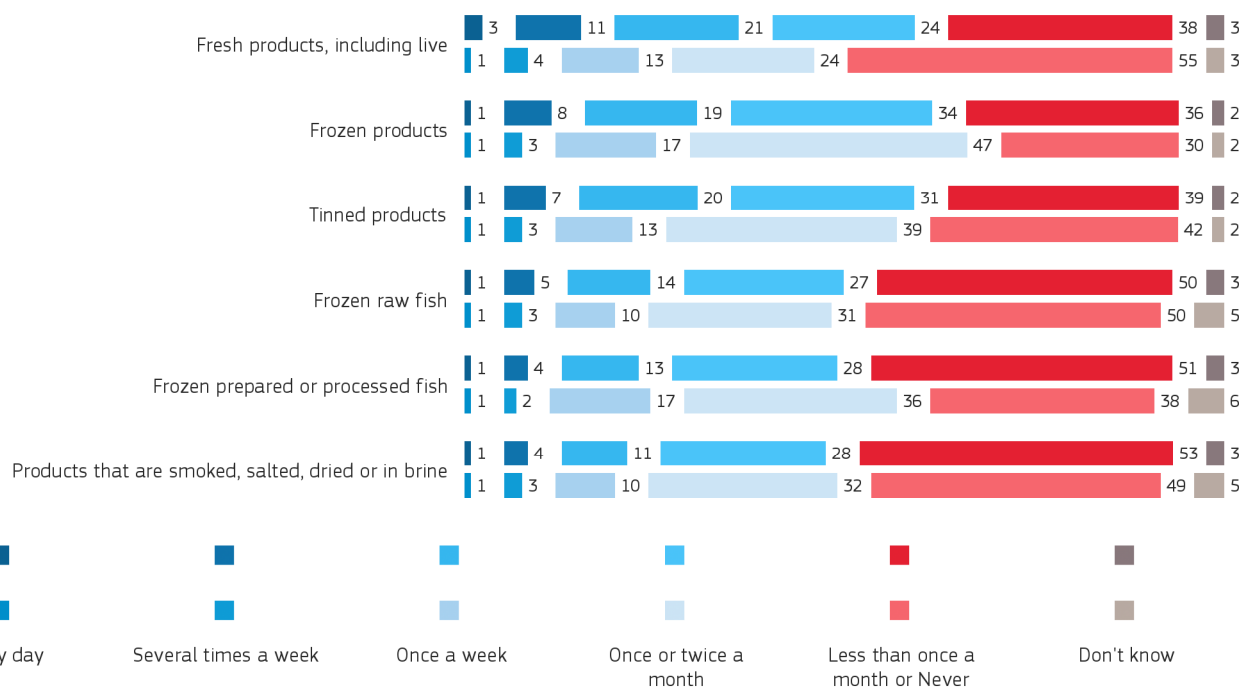
Answer: Eat fishery or aquaculture products at least once a month

	EU27	AT
TOTAL	65	46
Age		
15-24	56	45
25-39	61	45
40-54	67	44
55 +	70	49
Socio-professional category		
Self-employed	73	53
Managers	74	50
Other white collars	63	42
Manual workers	58	43
House persons	64	38
Unemployed	63	23
Difficulties paying bills		
Most of the time	57	33
From time to time	59	43
Almost never/ Never	69	49

Socio-demographic breakdown

Base: All respondents (26,669)

QD4 How frequently have you eaten each of the following types of fishery and aquaculture products over the last 12 months?
(%)



Base: Respondents who eat fishery and aquaculture products at least several times a year (22,574)

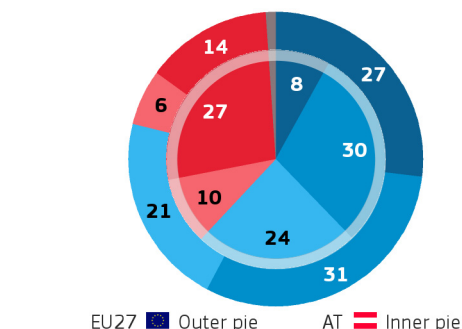
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Methodology: face-to-face

SHOPPING HABITS REGARDING FISHERY AND AQUACULTURE PRODUCTS

QD1.3 How frequently do you ...
Buy fishery or aquaculture products (%)



	EU27		AT	
	2021	2021-2018	2021	2021-2018
At least once a week	27	- 9	8	- 10
At least once a month but less than once a week	31	+ 2	30	+ 1
Several times a year but less than once a month	21	+ 7	24	+ 5
Less than once a year	6	+ 1	10	+ 4
Never	14	- 2	27	- 1
Don't know	1	+ 1	1	+ 1

Base: All respondents (26,669)

QD1.3 How frequently do you ...
Buy fishery or aquaculture products (%)

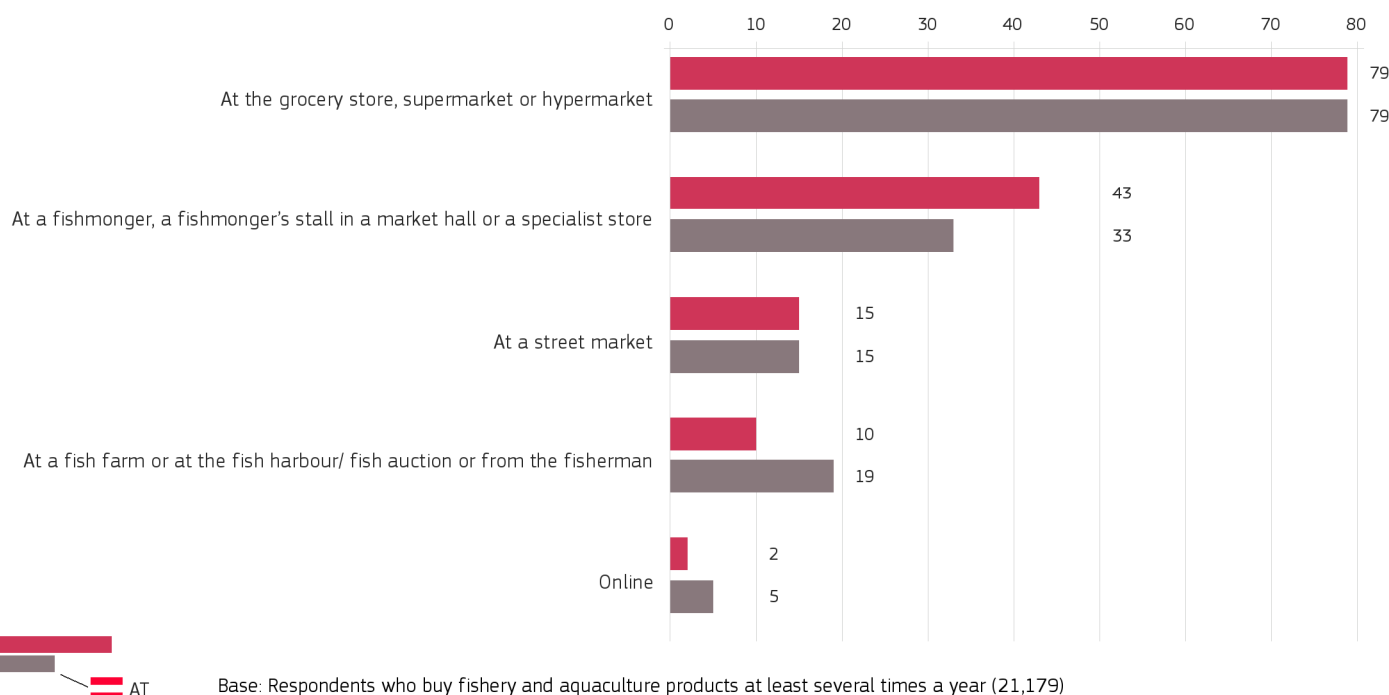
Answer: At least once a month

	EU27	AT
TOTAL	58	38
Age		
15-24	39	24
25-39	54	39
40-54	62	37
55 +	65	44
Difficulties paying bills		
Most of the time	52	18
From time to time	51	31
Almost never/ Never	61	42
Preference in terms of place of purchase*		
At a street market	77	53
At a fishmonger	80	74
At the grocery store	74	64
At a fish farm, harbour, or auction	72	72
Online	74	44

Socio-demographic breakdown

Base: All respondents (26,669)

QD3 Where have you bought fishery products during the last 12 months? (MULTIPLE ANSWERS POSSIBLE)
(%)



*Answer codes for 'Preference in terms of place of purchase' were shortened to improve readability. The full answers are: 1) At a street market, 2) At a fishmonger, a fishmonger's stall in a market hall or a specialist store, 3) At the grocery store, supermarket or hypermarket, 4) At a fish farm or at the fish harbour/ fish auction or from the fisherman, 5) Online, 6) Other

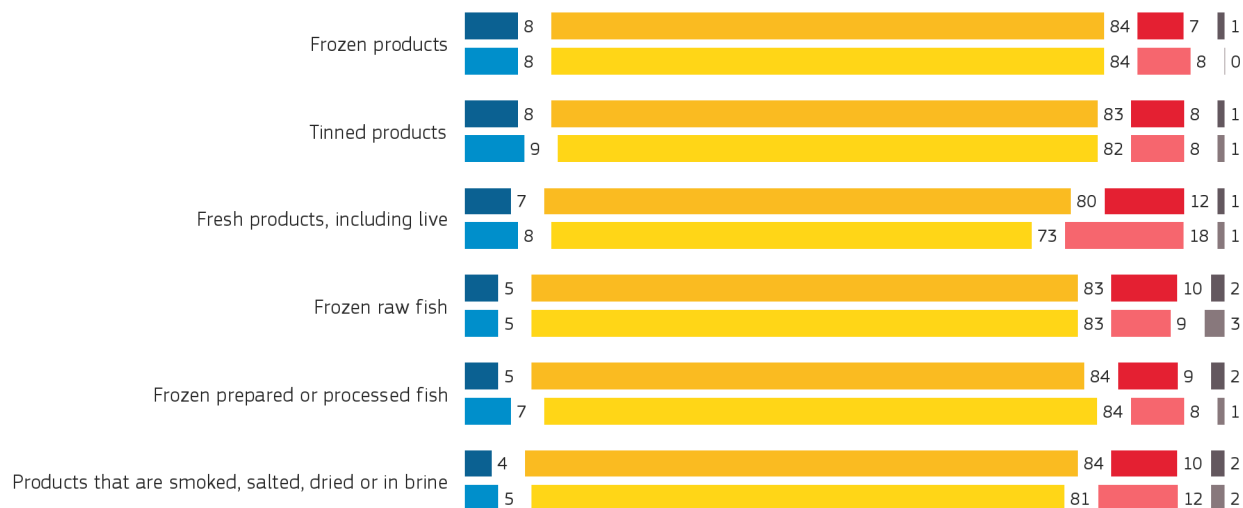
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CHANGES IN CONSUMPTION AS A RESULT OF THE COVID-19 PANDEMIC

QD5 As a result of the COVID-19 pandemic, has your consumption of ... (%)



EU27

AT

Increased

Remained about the same

Decreased

Don't know

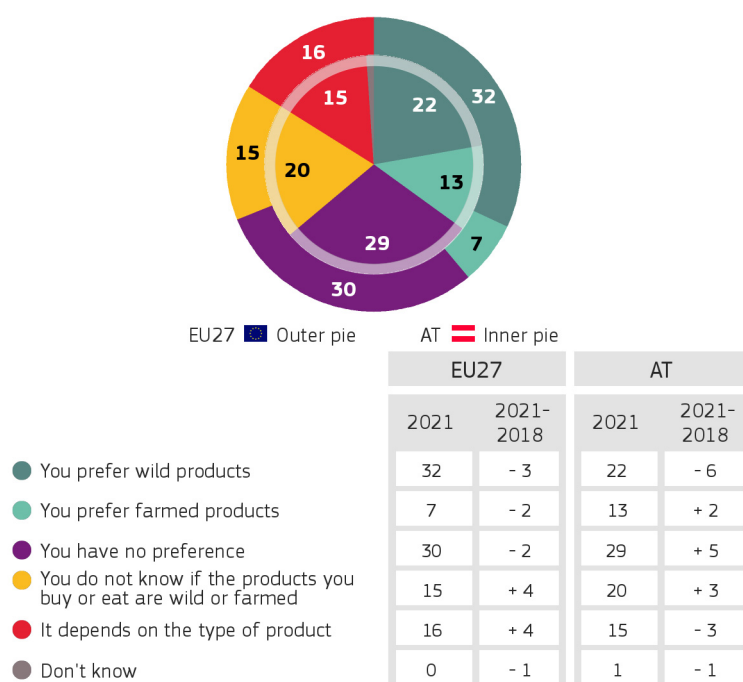
Base: Respondents that eat specific fishery and aquaculture products (22,541)

QD8 When you buy fishery and aquaculture products, which of the following aspects are the most important for you? (MAX. 3 ANSWERS) (%)



Base: Respondents who buy fishery and aquaculture products at least several times a year (21,179)

QD7 Fishery and aquaculture products can be wild or farmed. Would you say that... (%)



Base: Respondents who buy or eat fishery and aquaculture products at least several times a year (22,844)

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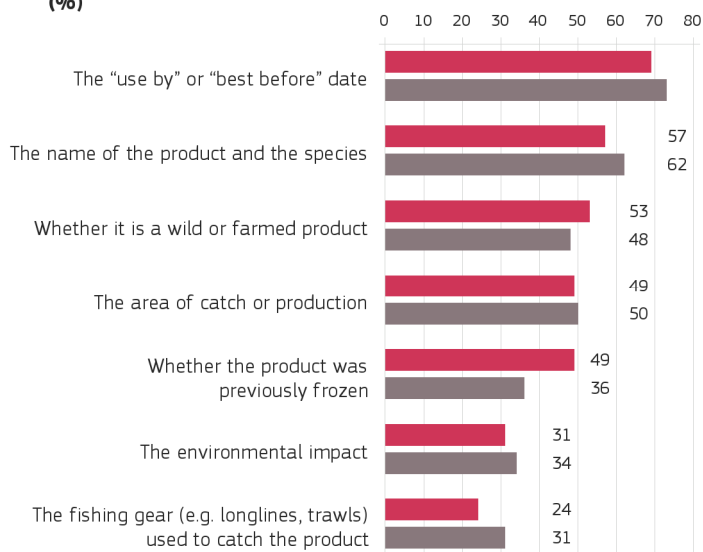
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Methodology: face-to-face

INFORMATION ON FISHERY AND AQUACULTURE PRODUCTS

QD9 Which of the following information do you think should be mentioned on the label of fresh, frozen, smoked and dried fishery products? (MULTIPLE ANSWERS POSSIBLE)

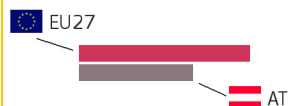
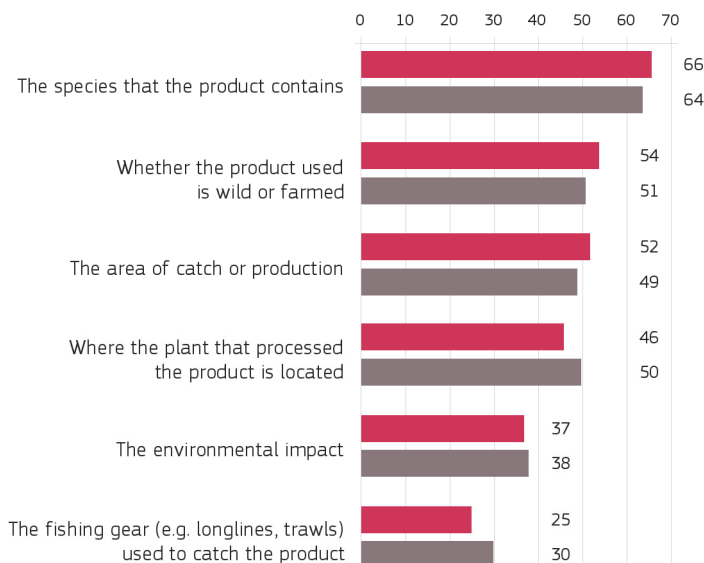
(%)



Base: Respondents who buy or eat fishery and aquaculture products at least several times a year (22,844)

QD10 Which of the following information do you think should be mentioned on the label of tinned or prepared products? (MULTIPLE ANSWERS POSSIBLE)

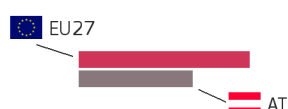
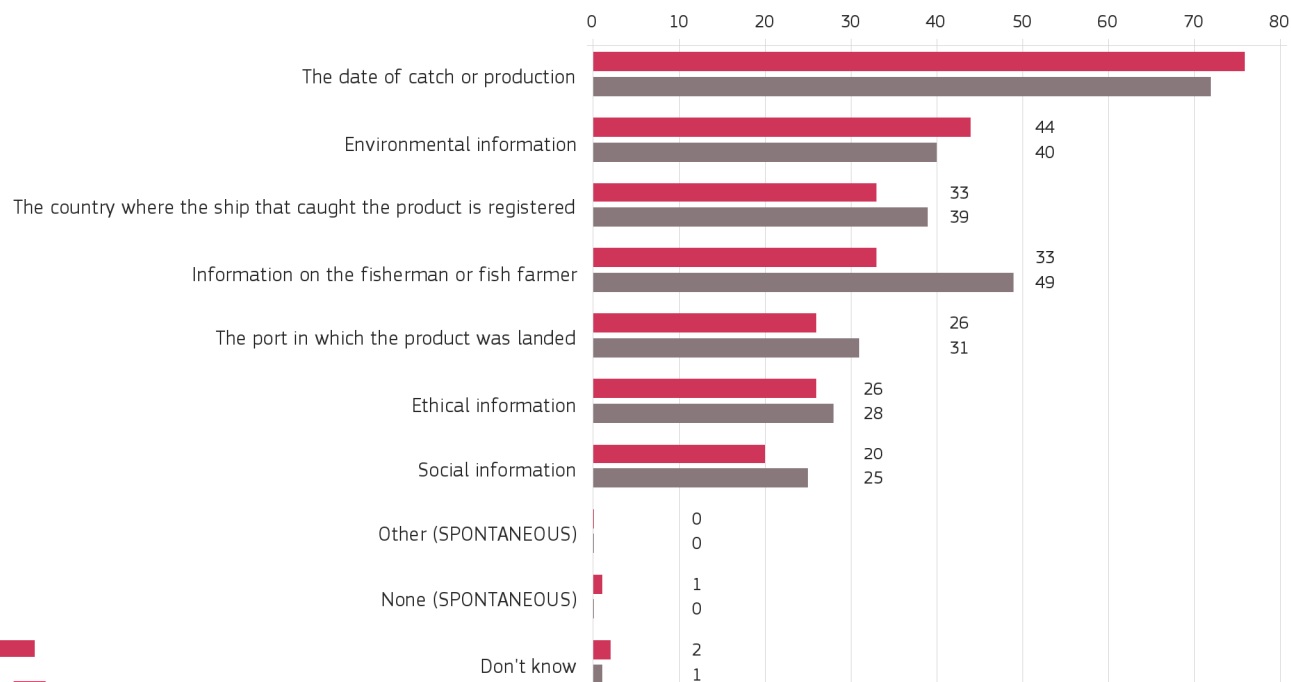
(%)



Base: Respondents who buy or eat fishery and aquaculture products at least several times a year (22,844)

QD11 Which of the following do you think should be mentioned on the label for all fishery and aquaculture products? (MULTIPLE ANSWERS POSSIBLE)

(%)



Base: Respondents who buy or eat fishery and aquaculture products at least several times a year (22,844)