



Join
My
healthy
family

**ZERO MEASUREMENT RESULTS
HUNGARY AND POLAND**



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ZERO MEASUREMENT SURVEY RESULTS

The purpose of this zero measurement was to gather information and to draw a global picture of the eating habits in terms of fruit and vegetables consumption among three target groups living in each of the four regions of the EU financed "My healthy family" project.

3500 participants were contacted between November 2014 and March 2015. All received free fruit and vegetables (FRUIT AND VEGETABLES) parcels during the course of the project. The results are based on 1,414 completed questionnaires in Hungary and 1,934 in Poland.

A series of data has been analysed to draw conclusions as to how household composition, socio-economic status (SES), shopping habits, food choice, eating as well as cooking habits affect consumption patterns.

The following segments have been created for Socio economic status (SES) using as determinants:

- Education – ranging from low (elementary and vocational) to medium (high school) and high (university degree: bachelor, master, postgraduate)
- Income – low (below 300 EUR) and high (over 700 EUR)
- Place of living – villages + towns up to 10 000 inhabitants and cities above 100 000 inhabitants

The results of this survey in comparison with the postevaluation at the end of the project, will permit an assessment of if and how the eating habits of the same panel of respondents have evolved. The collected data will allow an ex-ante evaluation of the project's efficiency in terms of quantity and quality.

The postevaluation questionnaire will have additional questions to identify, whenever possible, the measures that will have proven most effective.

No specific conclusions can be drawn yet from the zero measurement, for lack of comparative data. However, some factual highlight have been added to the end of each section.



1. HUNGARY

1.1.PREGNANT WOMEN

1.1.1. Introduction

Country: Hungary

Target group: Pregnant

Number of responses (completed questionnaires): 470

52,1% of the respondents live in North Hungary (245) and 47,9% in North Great Hungarian Plain (225).

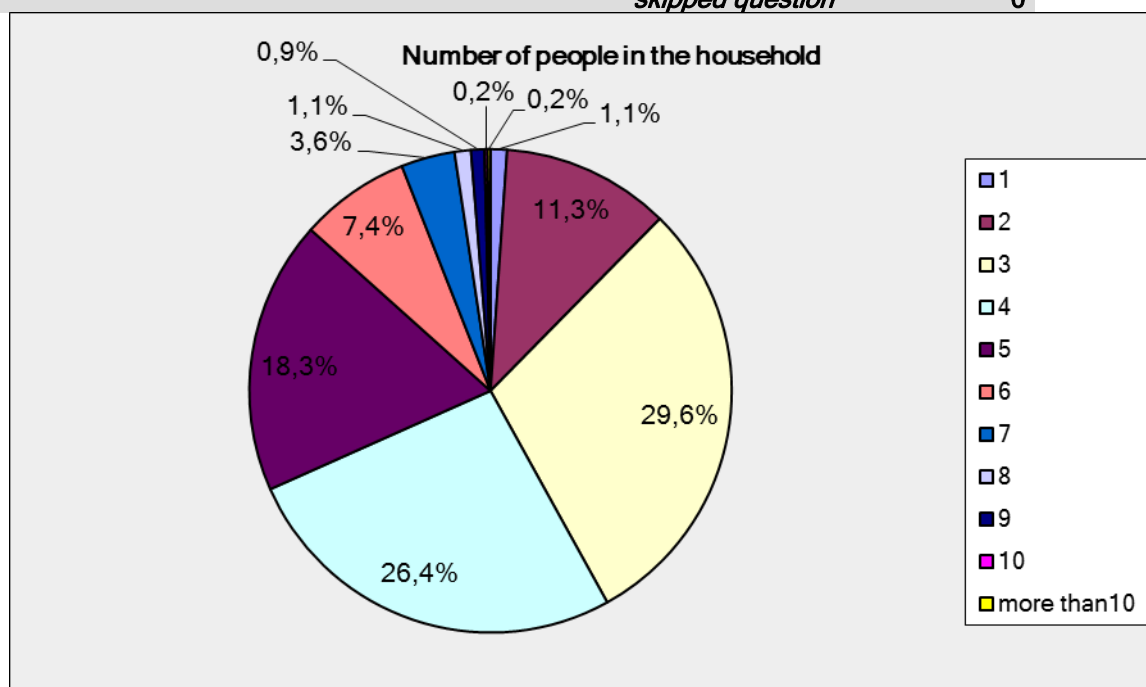
95,7% of respondents were women. Information about nutrition habits of 20 households within this target group are based on surveys completed by male members of those households who collected the free fruit and vegetables parcels on behalf of his pregnant wife/partner/relative.



1.1.2. Basic information about respondents

Question 9: Number of people in the household

Number of people in the household		
Answer Options	Response Percent	Response Count
1	1,1%	5
2	11,3%	53
3	29,6%	139
4	26,4%	124
5	18,3%	86
6	7,4%	35
7	3,6%	17
8	1,1%	5
9	0,9%	4
10	0,2%	1
more than10	0,2%	1
<i>answered question</i>		470
<i>skipped question</i>		0





ZERO MEASUREMENT SURVEY RESULTS

Answer Options	Response Percent	Education		income		place of living	
		Low	high	low	high	village	big city
1	1,1%	0,9%	0,6%	0,0%	0,0%	1,0%	1,4%
2	11,3%	8,4%	14,2%	8,1%	13,1%	10,7%	10,3%
3	29,6%	26,0%	34,3%	29,7%	36,1%	31,1%	30,1%
4	26,4%	23,3%	26,6%	23,0%	14,8%	27,2%	28,1%
5	18,3%	20,9%	16,0%	18,9%	27,9%	22,3%	19,2%
6	7,4%	8,8%	7,1%	10,8%	6,6%	4,9%	7,5%
7	3,6%	7,0%	0,6%	5,4%	0,0%	1,9%	0,7%
8	1,1%	1,9%	0,6%	2,7%	0,0%	1,0%	0,0%
9	0,9%	1,9%	0,0%	0,0%	1,6%	0,0%	2,1%
10	0,2%	0,5%	0,0%	0,0%	0,0%	0,0%	0,7%
more than 10	0,2%	0,5%	0,0%	1,4%	0,0%	0,0%	0,0%

The average household in this sample had 3.97 persons (which is significantly higher than the national averages (2.36) as reported by the **KSH (Hungarian Central Institute of Statistics, Office of Education)** showing a significant predominance of 3 members households with high education levels and high income. **The lower the education level is, the bigger are the families.**

Question 10: Sex of people in the household

Sex of people in the household			
Nem:			
Answer Options	Female	Male	Response Count
1. Person	262	207	469
2. Person	228	227	455
3. Person	195	207	402
4. Person	128	144	272
5. Person	70	72	142
6. Person	25	34	59
7. Person	11	15	26
8. Person	3	7	10
			Question Totals
			<i>answered question</i> 470
			<i>skipped question</i> 0



Question 13: Is there an infant in your household (baby under 12 months?)

Is there an infant in your household (baby under 12 months?)		
Answer Options	Response Percent	Response Count
Yes	52,8%	248
No	47,2%	222
<i>answered question</i>		470
<i>skipped question</i>		0

Question 15: Are the inhabitants of the household in touch with one of the grandparents (at least once a week)?

Are the inhabitants of the household in touch with one of the grandparents (at least once a week)?		
Answer Options	Response Percent	Response Count
Yes	90,2%	424
No	9,8%	46
<i>answered question</i>		470
<i>skipped question</i>		0

Question 16: Who do you live with?

Who do you live with?		
Answer Options	Response Percent	Response Count
my children	79,4%	373
my parents	13,0%	61
my wife/husband	64,3%	302
my partner	21,9%	103
my grandparents	2,3%	11
other members of the family	7,4%	35
other members of the family	0,2%	1
non relatives	0,6%	3
<i>answered question</i>		470
<i>skipped question</i>		0



Conclusions

The “pregnant” target group includes all families with a pregnant woman or a woman that was pregnant in the previous year. 470 families of this target group participated in the zero measurement survey. Both regions are represented pretty equally.

Over 1,866 family members have been approached within this target group. Out of this number 391 women are pregnant or gave birth recently, whereas in 313 households there is at least one baby under 12 months. 248 families not only already have a baby under 12 months but expect a new one.

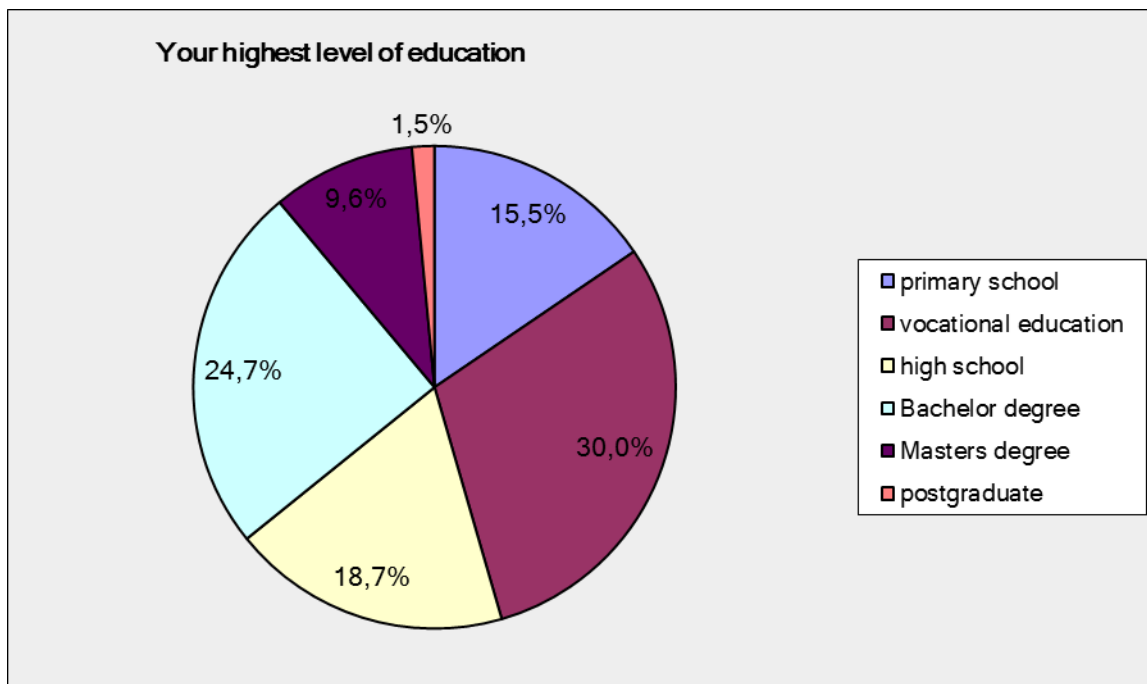
This survey shows that the traditional household is composed of wife and husband / partners, living with their children.



1.1.3. Socio-economic issues

Question 17: Your highest level of education

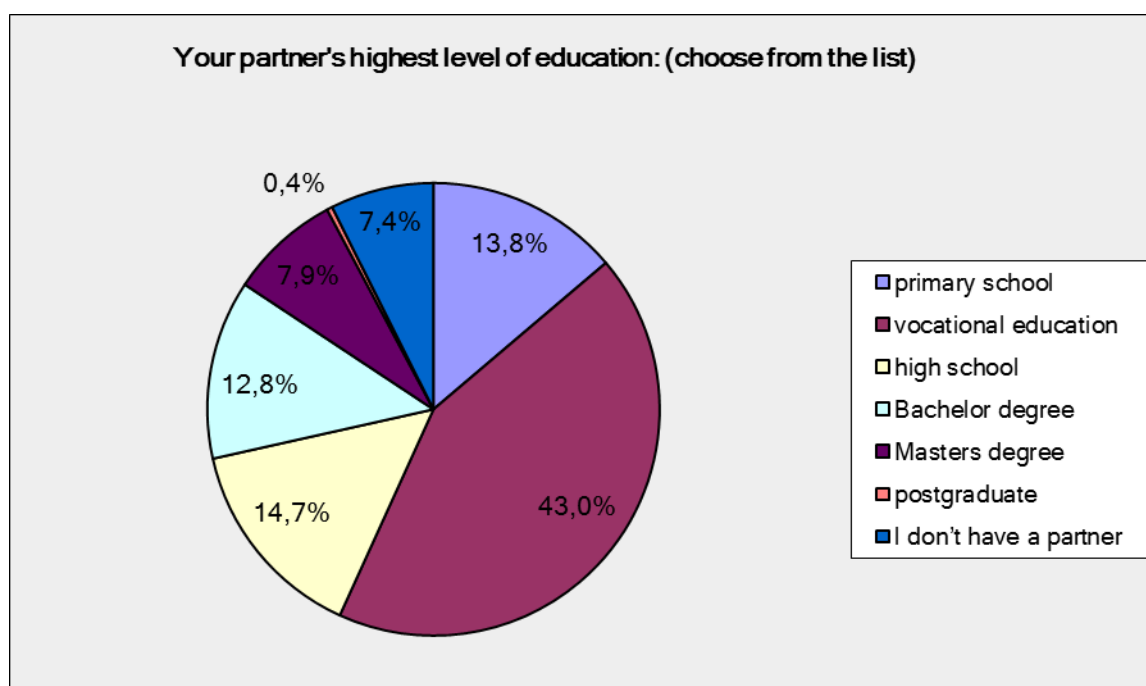
Your highest level of education		
Answer Options	Response Percent	Response Count
primary school	15,5%	73
vocational education	30,0%	141
high school	18,7%	88
Bachelor degree	24,7%	116
Masters degree	9,6%	45
Postgraduate	1,5%	7
<i>answered question</i>		470
<i>skipped question</i>		0





Question 18: Your partner's highest level of education

Your partner's highest level of education: (choose from the list)		
Answer Options	Response Percent	Response Count
primary school	13,8%	65
vocational education	43,0%	202
high school	14,7%	69
Bachelor degree	12,8%	60
Masters degree	7,9%	37
postgraduate	0,4%	2
I don't have a partner	7,4%	35
<i>answered question</i>		470
<i>skipped question</i>		0



Among the respondents, more than a third graduated from higher education, whereas nearly half of them had a low education level (primary or vocational).



Question 19: Your occupation

Your occupation: (choose from the list)		
Answer Options	Response Percent	Response Count
I'm still at school, studying or doing an apprenticeship	1,5%	7
I have a full time job	16,8%	79
I have a part time job	1,3%	6
Casual employment	0,4%	2
I'm unemployed	7,0%	33
I'm a pensioner/annuitant	1,1%	5
I'm on maternity leave,	70,9%	333
I work on my own farm	0,0%	0
I run my own business	1,1%	5
	answered question	470
	skipped question	0

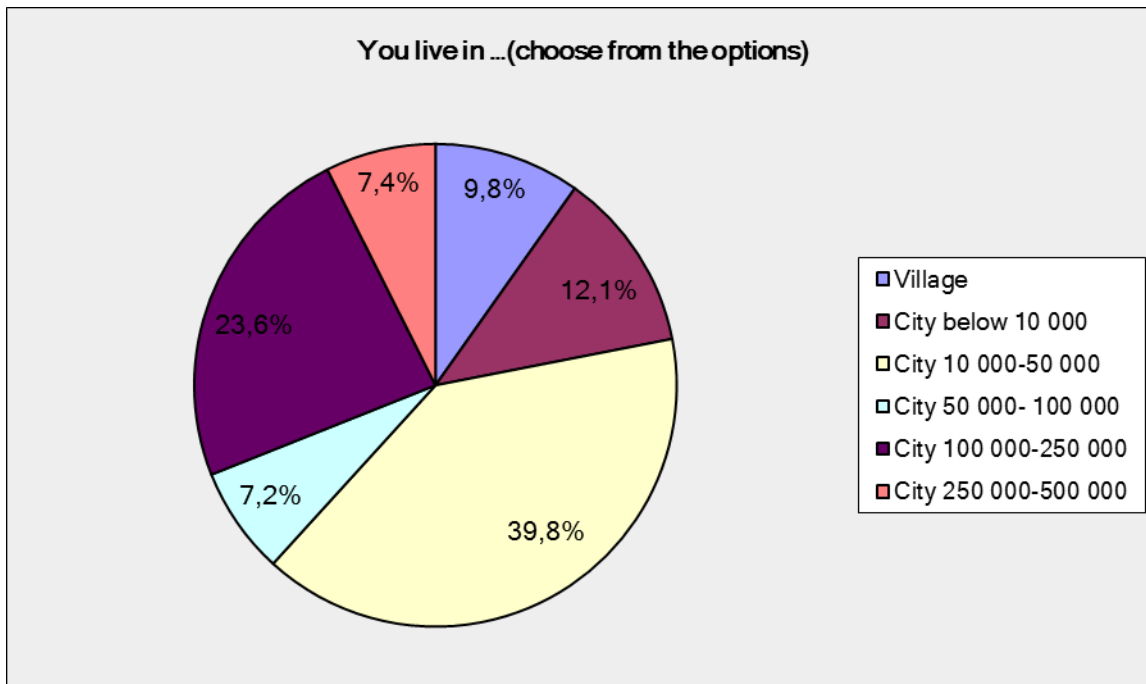
Over 70% of respondents are on maternity leave and a mere 16% have a full time job. Only 7% declared to be unemployed, which corresponds to the average Hungarian unemployment rate which is 7.3% (source: <http://countryeconomy.com/unemployment/hungary>).

Question 20: You live in

You live in ...(choose from the options)		
Answer Options	Response Percent	Response Count
Village	9,8%	46
City below 10 000	12,1%	57
City 10 000-50 000	39,8%	187
City 50 000- 100 000	7,2%	34
City 100 000-250 000	23,6%	111
City 250 000-500 000	7,4%	35
	answered question	470
	skipped question	0

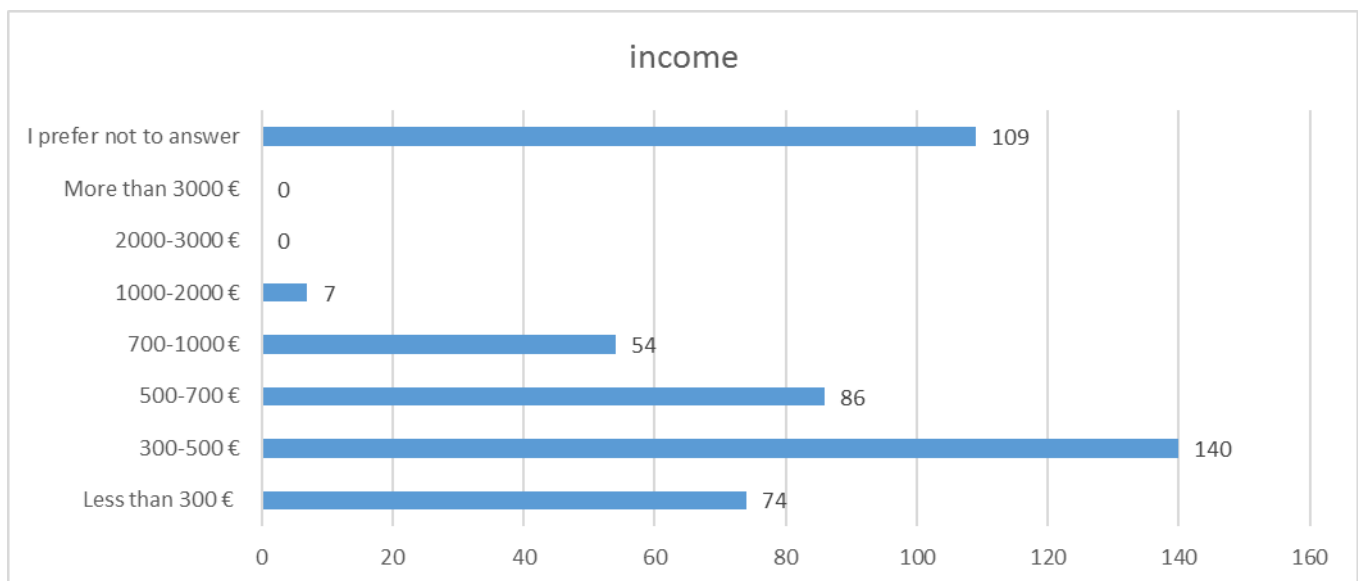


ZERO MEASUREMENT SURVEY RESULTS



Where people live is pretty similar for both regions. More than 20% live in rural areas, which is similar to the average value.

Question 21: Monthly disposable income of your household (after tax):





ZERO MEASUREMENT SURVEY RESULTS

60% of the respondents who answered the question have less than 500 € disposable income per household, 16% have a monthly disposable income above 700 €.

Conclusions

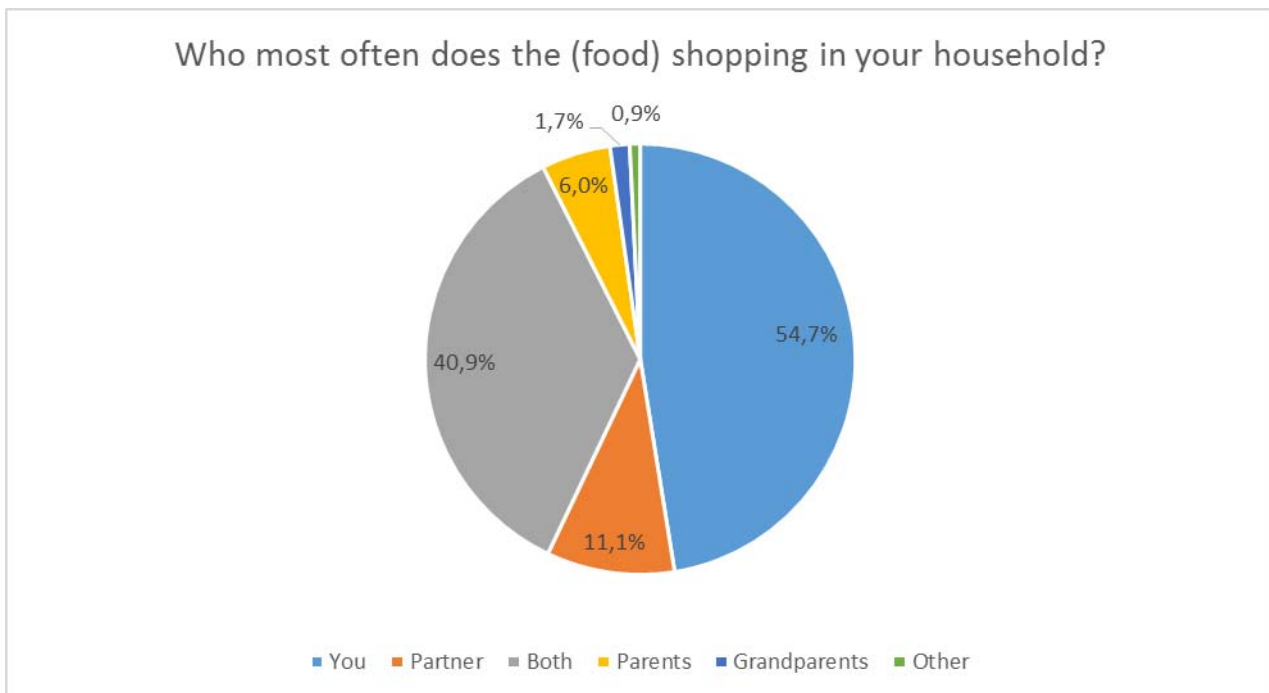
- More than half of the respondents earn little and half have low education. In terms of purchasing power, most of the household have less than 500 €. The project was mainly promoted among people of low socio-economic status.
- More than 2 respondents out of 3 are on maternity leave.
- The percentage of respondents living in rural areas corresponds to the average of the whole country.



1.1.4. Shopping habits

Question 22: Who most often does the (food) shopping in your household? (more than one answer is possible)

Who most often does the (food) shopping in your household?		
Answer Options	Response Percent	Response Count
You	54,7%	257
Partner	11,1%	52
Both	40,9%	192
Parents	6,0%	28
Grandparents	1,7%	8
Other	0,9%	4
<i>answered question</i>		470
<i>skipped question</i>		0





ZERO MEASUREMENT SURVEY RESULTS

Answer Options	Education		income		place of living	
	Low	high	low	high	Village	big city
You	57,7%	49,1%	66,2%	37,7%	67,0%	47,9%
Partner	8,4%	14,2%	9,5%	8,2%	8,7%	9,6%
Both	36,3%	47,9%	27,0%	54,1%	34,0%	46,6%
Parents	7,9%	4,1%	6,8%	6,6%	6,8%	4,1%
Grandparents	1,4%	0,6%	2,7%	3,3%	1,9%	0,7%
Other	1,4%	0,0%	0,0%	1,6%	1,0%	0,0%

54.7% of respondents do shopping individually and 40.9% together with their partner.

SES seems a major factor in determining who does the shopping. The higher the SES (high education level, high income, living in big cities), the more frequent couples shop together.

Question 23: Do you have a specific budget for food-shopping?

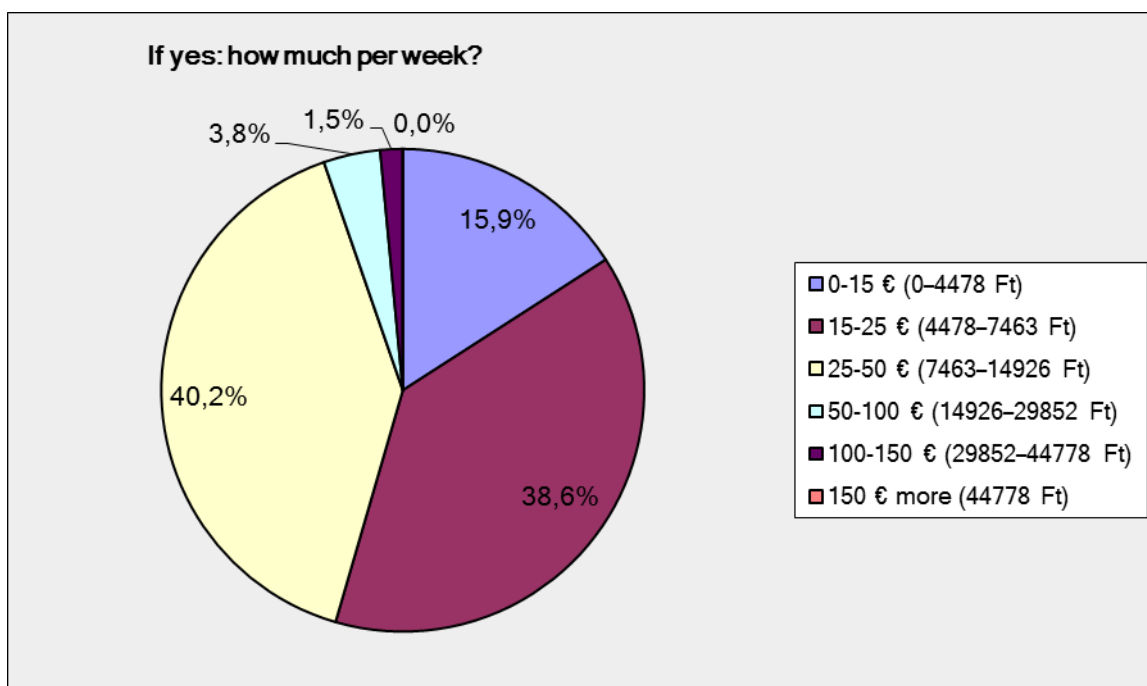
Do you have a specific budget for food-shopping?		
Answer Options	Response Percent	Response Count
Yes	25,5%	120
No	74,5%	350
<i>answered question</i>		470
<i>skipped question</i>		0

Question 24: If yes: how much per week?

If yes: how much per week?		
Answer Options	Response Percent	Response Count
0-15 € (0-4478 Ft)	15,9%	21
15-25 € (4478-7463 Ft)	38,6%	51
25-50 € (7463-14926 Ft)	40,2%	53
50-100 € (14926-29852 Ft)	3,8%	5
100-150 € (29852-44778 Ft)	1,5%	2
150 € more (44778 Ft)	0,0%	0
<i>answered question</i>		132
<i>skipped question</i>		338



ZERO MEASUREMENT SURVEY RESULTS



Question 25: How much of your expenses on food do you spend on fresh fruit and vegetables?

How much of your expenses on food do you spend on fresh fruit and vegetables?		
Answer Options	Response Percent	Response Count
Less than 20%	47,2%	222
21-40%	43,8%	206
41-60%	7,0%	33
More than 60%	1,9%	9
<i>answered question</i>		470
<i>skipped question</i>		0

Answer Options	Education		income		place of living	
	Low	high	low	high	village	big city
Less than 20%	53,0%	38,5%	67,6%	47,5%	47,6%	47,3%
21-40%	39,5%	50,9%	23,0%	44,3%	40,8%	43,2%
41-60%	5,1%	8,9%	8,1%	3,3%	8,7%	8,9%
More than 60%	2,3%	1,8%	1,4%	4,9%	2,9%	0,7%



ZERO MEASUREMENT SURVEY RESULTS

75% stated to have no specific budget for food shopping. Nearly 80% of the respondents who do have a dedicated budget for food shopping spend between 15-50 €.

16% spend less than 15 € per week on fruit and vegetables.

People with higher education and higher income spend more on fruit and vegetables

Question 26: Do you have your own garden/field/fruit trees?

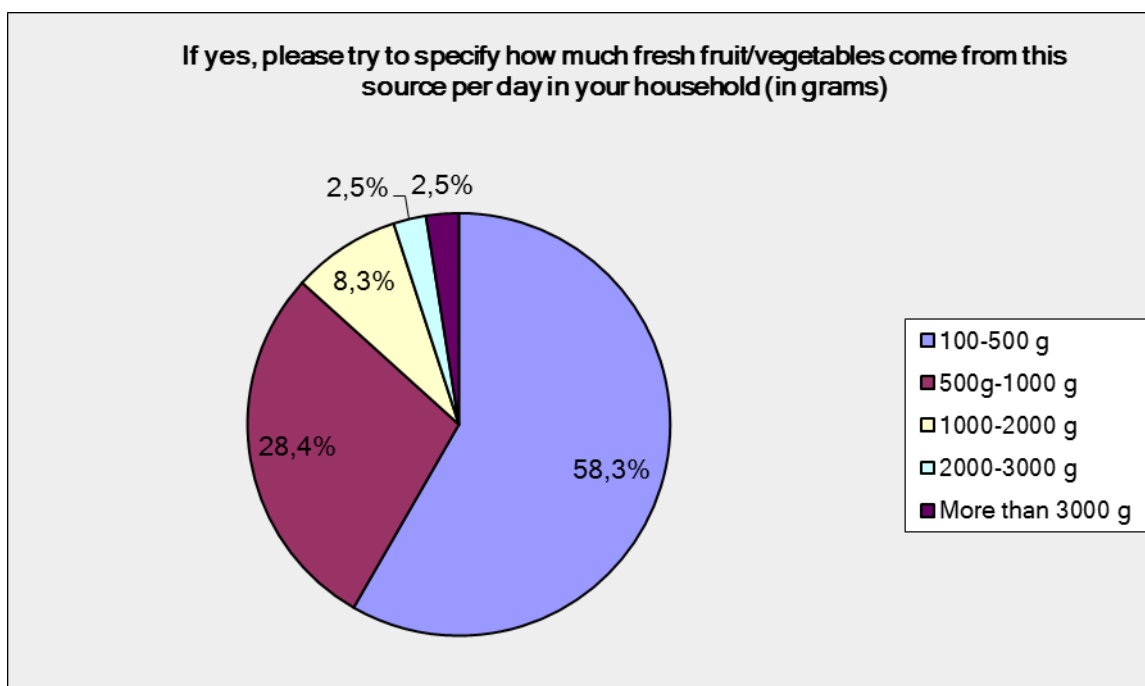
Do you have your own garden/field/fruit trees?		
Answer Options	Response Percent	Response Count
Yes	37,9%	178
No	62,1%	292
<i>answered question</i>		470
<i>skipped question</i>		0

Question 27: If yes, please try to specify how much fresh fruit/vegetables come from this source per day in your household (in grams)

If yes, please try to specify how much fresh fruit/vegetables come from this source per day in your household (in grams)		
Answer Options	Response Percent	Response Count
100-500 g	58,3%	119
500g-1000 g	28,4%	58
1000-2000 g	8,3%	17
2000-3000 g	2,5%	5
More than 3000 g	2,5%	5
<i>answered question</i>		204
<i>skipped question</i>		266



ZERO MEASUREMENT SURVEY RESULTS



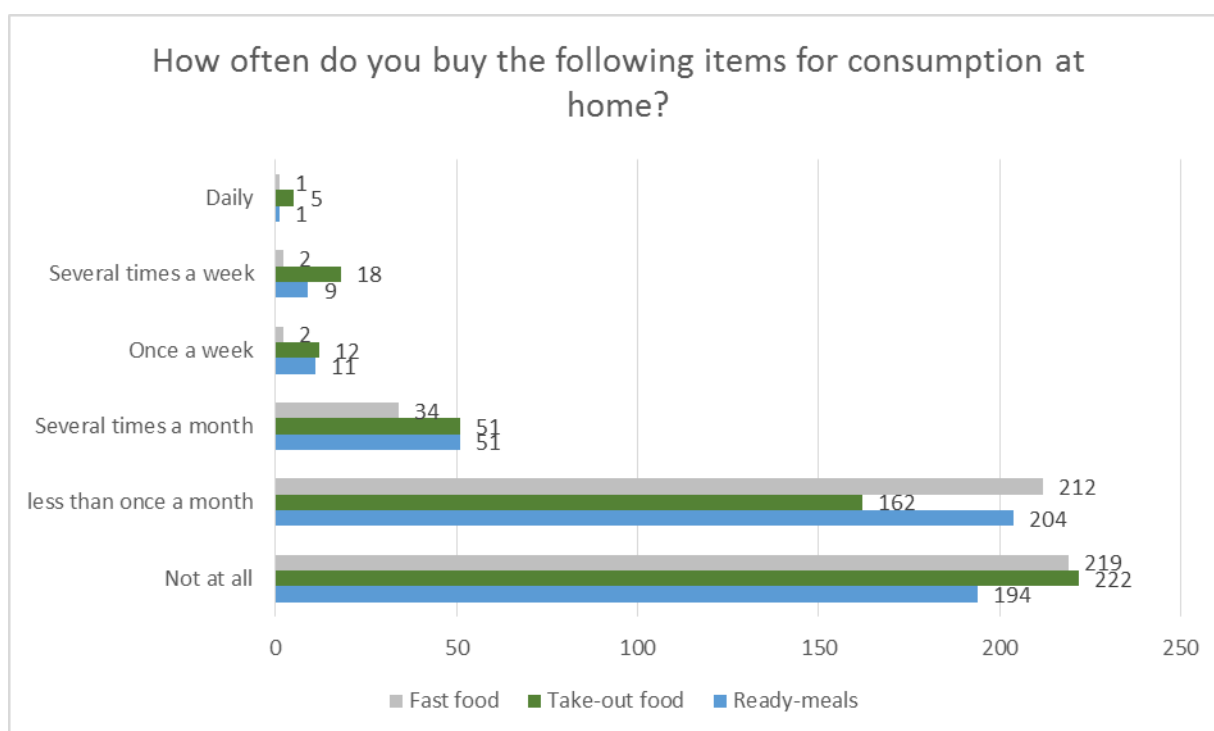
Compared to Poland, a higher percentage of Hungarian respondents (37.9%) have their own garden. In **58.3% of households with the option of growing their own fruit and vegetables, the daily consumption is declared as being below 500g**, which in terms of individual makes less than 125 g per person. Only 2.5% grow enough fruit and vegetables to comply with the recommended daily consumption, **making gardening more a hobby than a way of gaining food.**

Question 28: How often do you buy the following items for consumption at home?

How often do you buy the following items for consumption at home?								
Answer Options	Not at all	less than once a month	Several times a month	Once a week	Several times a week	Daily	Rating Average	Response Count
Ready-meals	194	204	51	11	9	1	1,81	470
Take-out food	222	162	51	12	18	5	1,84	470
Fast food	219	212	34	2	2	1	1,64	470
<i>answered question</i>								470
<i>skipped question</i>								0



ZERO MEASUREMENT SURVEY RESULTS



Answer Options	Education		income		place of living	
	Low	high	low	high	village	big city
Ready-meals	1,78	1,86	1,54	2,05	1,75	1,86
Take-out food	1,73	2,11	1,41	2,15	1,71	1,90
Fast food	1,53	1,85	1,42	1,82	1,54	1,66

In general, respondents do not consume much pre-prepared food, 85% do consume it less than once a month or not at all.

Nevertheless, fast food is less appreciated than ready meals and take-out food.

People with higher education levels eat more take-out food, and to a certain extent other types of pre-prepared food. The same happens with people with higher income.

Inhabitants of big cities eat more of the three types of pre-prepared food.



ZERO MEASUREMENT SURVEY RESULTS

Question 29: How do you rate the following statements? While buying food products:

How do you rate the following statements? While buying food products:							
Answer Options	Unimportant	Of Low Importance	Neutral	Important	Very Important	Rating Average	Response Count
The price of fresh fruit is	11	36	33	274	116	3,95	470
The price of raw vegetables is	12	40	41	268	109	3,90	470
The origin of my food is	16	36	70	202	146	3,91	470
The season of fruit and vegetables is	11	48	80	223	108	3,79	470
<i>answered question</i>							470
<i>skipped question</i>							0

Answer Options	Education		income		place of living	
	Low	high	Low	high	Village	big city
The price of fresh fruit is	4,00	3,83	4,05	3,77	4,04	4,02
The price of raw vegetables is	3,94	3,76	4,04	3,70	4,04	3,98
The origin of my food is	3,62	4,19	3,58	4,11	4,07	3,99
The season of fruit and vegetables is	3,55	4,03	3,62	3,85	3,91	3,82

Price and origin of fresh fruit and vegetables are the major determinants for buying these products.

Price is less important to people, the better educated they are and the higher their income. They are more concerned by the origin of their food followed by seasonality.



ZERO MEASUREMENT SURVEY RESULTS

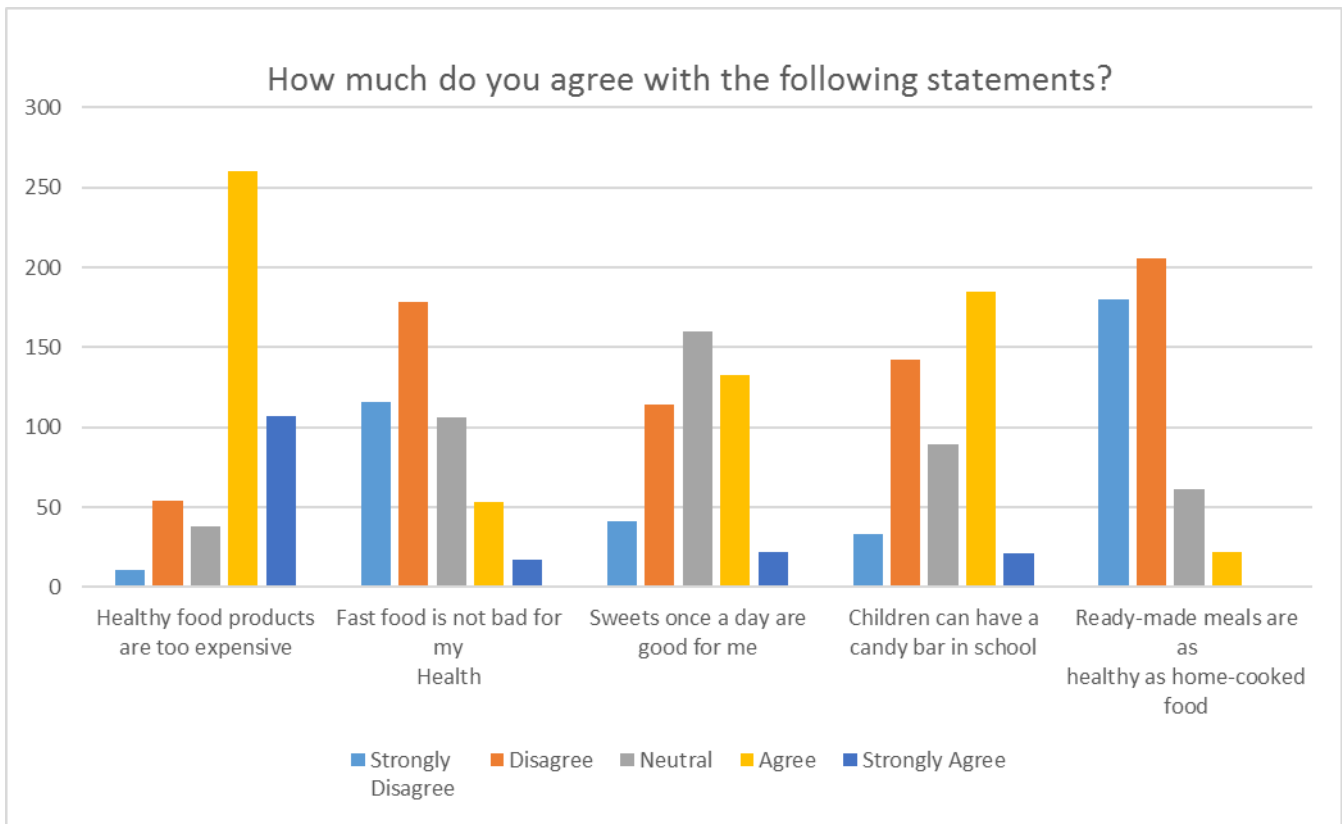
Question 30: How much do you agree with the following statements?

How much do you agree with the following statements?							
Answer Options	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Rating Average	Response Count
Healthy food products are too expensive	11	54	38	260	107	3,85	470
Fast food is not bad for my Health	116	178	106	53	17	2,31	470
Sweets once a day are good for me	41	114	160	133	22	2,96	470
Children can have a candy bar in school	33	142	89	185	21	3,04	470
Ready-made meals are as healthy as home-cooked food	180	206	61	22	1	1,85	470
<i>answered question</i>							470
<i>skipped question</i>							0

Answer Options	Education		income		place of living	
	Low	high	low	high	Village	big city
Healthy food products are too expensive	3,88	3,75	4,00	3,72	3,89	3,76
Fast food is not bad for my Health	2,45	2,14	2,47	2,11	2,48	2,18
Sweets once a day are good for me	3,13	2,81	2,93	2,89	3,02	2,69
Children can have a candy bar in school	3,20	2,85	3,32	2,95	3,00	3,01
Ready-made meals are as healthy as home-cooked food	2,06	1,56	1,99	1,62	1,81	1,74



ZERO MEASUREMENT SURVEY RESULTS



The overwhelming majority of the respondents believes that healthy products are too expensive.

Pre-prepared food seems to have a bad reputation in terms of health, but candies and sweets appear to be tolerated, to a certain extent and with some restrictions. Home-made food is highly appreciated, 82% of the respondents disagree or strongly disagree with the fact that ready-made meals are as healthy as home-cooked food.

As for the SES:

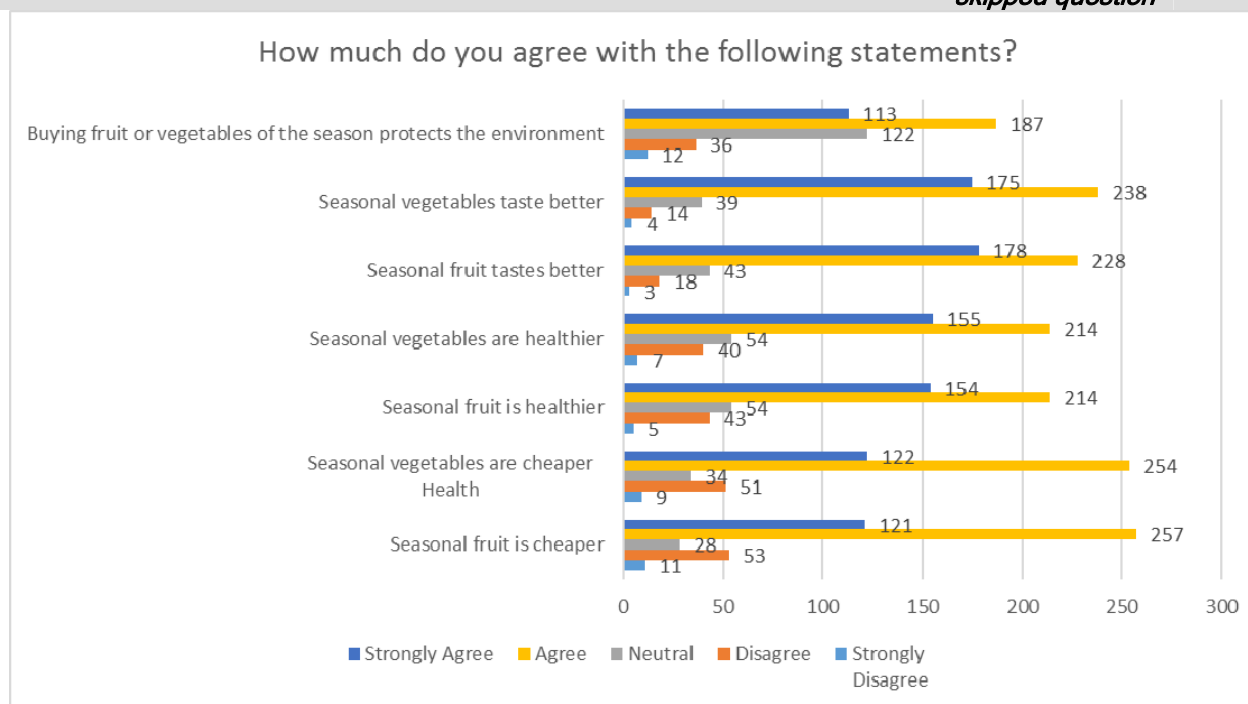
- Healthy products are perceived as too expensive especially by those with low income.
- In general people of low SES are also more tolerant of sweets and candies as well as ready-made meals.
- Fast food is better rated by people with lower education. Income and place of living is not correlated with how people regard fast food.
- Home-made meals are mostly appreciated by people with higher education.



ZERO MEASUREMENT SURVEY RESULTS

Question 31: How much do you agree with the following statements?

How much do you agree with the following statements?							
Answer Options	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Rating Average	Response Count
Seasonal fruit is cheaper	11	53	28	257	121	3,90	470
Seasonal vegetables are cheaper	9	51	34	254	122	3,91	470
Seasonal fruit is healthier	5	43	54	214	154	4,00	470
Seasonal vegetables are healthier	7	40	54	214	155	4,00	470
Seasonal fruit tastes better	3	18	43	228	178	4,19	470
Seasonal vegetables taste better	4	14	39	238	175	4,20	470
Buying fruit or vegetables of the season protects the environment	12	36	122	187	113	3,75	470
<i>answered question</i>							470
<i>skipped question</i>							0





ZERO MEASUREMENT SURVEY RESULTS

Answer Options	Education		Income		place of living	
	Low	high	low	High	village	big city
Seasonal fruit is cheaper	3,76	4,07	3,80	4,15	3,99	3,92
Seasonal vegetables are cheaper	3,78	4,07	3,77	4,15	4,00	3,93
Seasonal fruit is healthier	3,91	4,14	3,74	4,15	4,09	3,88
Seasonal vegetables are healthier	3,90	4,15	3,73	4,13	4,14	3,86
Seasonal fruit tastes better	4,08	4,30	3,99	4,28	4,33	4,14
Seasonal vegetables taste better	4,08	4,33	3,96	4,31	4,31	4,14
Buying fruit or vegetables of the season protects the environment	3,60	3,96	3,43	3,98	3,96	3,64

Finally, seasonal food is mostly appreciated for its taste, its health benefits followed by a lower price. Environment seems to be considered less relevant. In other terms, **in Hungary, the prevalent idea is that seasonal food is better and healthier.**

Higher educated people and those having higher income are more likely to perceive seasonal fruit and vegetables as cheaper and better tasting than lower educated ones with lower income. The same is true for their appreciation of health benefits.

People of higher SES tend to be a bit more aware of the impact of seasonality of fruit and vegetables on the environment.

Conclusions

People are concerned about their health.

They eat relatively few ready-meals, that are considered as being less healthy than home-cooked dishes.

Although fresh fruit and vegetables are seen as being healthy, only a minor part of the food shopping budget is spend on them. The price seems to be the most common impeding factor, due to the low disposable food budget of the respondents. Seasonal products are appreciated for their taste and their health benefits. They are also considered to be cheaper, but still too expensive.



1.1.5. Food choice

Question 32: It is important to me that the food I eat on a typical day...

It is important to me that the food I eat on a typical day...							
Answer Options	Unimportant	Low Importante	Neutral	Important	Very Important	Rating Average	Response Count
Contains a lot of vitamins and minerals	2	5	30	266	167	4,26	470
Is low in calories	17	48	186	158	61	3,42	470
Is nutritious	3	1	19	304	143	4,24	470
Is low in fat	16	65	142	177	70	3,47	470
Keeps me healthy	2	12	44	258	154	4,17	470
Is high in protein	6	36	160	198	70	3,62	470
Cheers me up	19	51	186	161	53	3,38	470
Looks nice	4	21	62	294	89	3,94	470
Helps me relax	34	57	209	122	48	3,20	470
Has pleasant texture	5	19	86	272	88	3,89	470
Smells nice	1	10	26	324	109	4,13	470
Tastes good	1	4	10	295	160	4,30	470
Is not expensive	7	12	46	253	152	4,13	470
Is easily available in shops	3	6	45	287	129	4,13	470
Is easy to prepare	5	23	77	240	125	3,97	470
						<i>answered question</i>	470
						<i>skipped question</i>	0

Answer Options	Education		income		place of living	
	Low	high	low	high	village	big city
Contains a lot of vitamins and minerals	4,24	4,24	4,27	4,16	4,25	4,31
Is low in calories	3,40	3,37	3,66	3,31	3,55	3,38
Is nutritious	4,28	4,17	4,24	4,16	4,32	4,20
Is low in fat	3,45	3,43	3,91	3,49	3,52	3,44
Keeps me healthy	4,10	4,25	4,11	4,20	4,20	4,23
Is high in protein	3,65	3,55	3,76	3,46	3,63	3,61
Cheers me up	3,35	3,30	3,54	3,18	3,49	3,24
Looks nice	3,93	3,88	4,01	3,75	3,98	3,88
Helps me relax	3,18	3,07	3,43	3,00	3,29	3,05
Has pleasant texture	3,89	3,80	4,08	3,67	3,90	3,89
Smells nice	4,12	4,05	4,23	4,00	4,17	4,11
Tastes good	4,32	4,21	4,34	4,25	4,31	4,33
Is not expensive	4,27	3,88	4,41	3,87	4,16	4,04
Is easily available in shops	4,21	3,95	4,26	3,82	4,18	4,11
Is easy to prepare	3,98	3,96	4,09	3,80	4,14	3,98

Taste and smell are rated very high alongside benefits usually attributed to “good” food e.g. high vitamin and protein content, nutritional aspects.

Low fat content and low calories are considered less relevant, which can be linked to traditional cooking which is high in fat and calories.

Price is also perceived as being among the leading determinants and ranks in the 5th place alongside availability.

Price is though less important to people with higher education and higher income, but they appreciate more if their food is healthy.



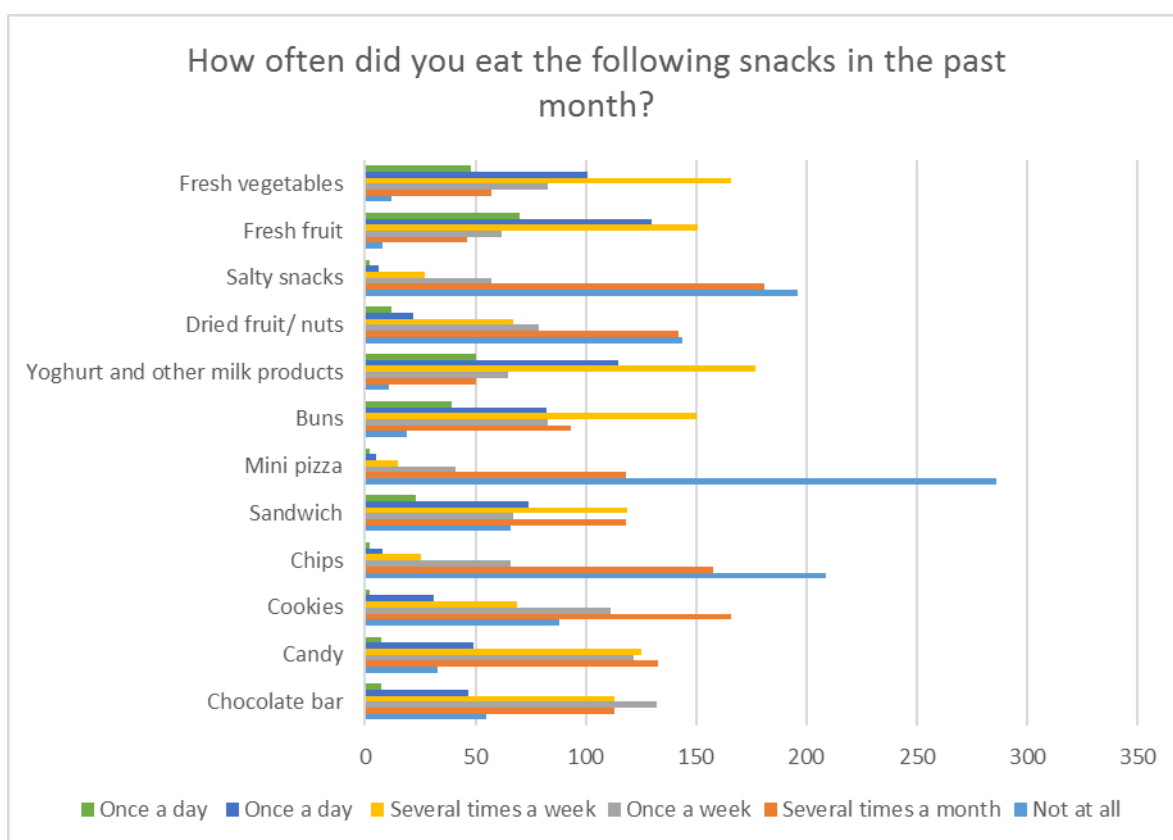
ZERO MEASUREMENT SURVEY RESULTS

Question 33: How often did you eat the following snacks in the past month? A snack is a small portion of food generally eaten between meals.

How often did you eat the following snacks in the past month? A snack is a small portion of food generally eaten between meals.								
Answer Options	Not at all	Several times a month	Once a week	Several times a week	Once a day	More than once a day	Rating Average	Response Count
Chocolate bar	55	113	132	113	47	7	3,01	467
Candy	33	133	122	125	49	7	3,10	469
Cookies	88	166	111	69	31	2	2,56	467
Chips	209	158	66	25	8	2	1,87	468
Sandwich	66	118	67	119	74	23	3,18	467
Mini pizza	286	118	41	15	5	2	1,59	467
Buns	19	93	83	150	82	39	3,64	466
Yoghurt and other milk products	11	50	65	177	115	50	4,04	468
Dried fruit/ nuts	144	142	79	67	22	12	2,39	466
Salty snacks	196	181	57	27	6	2	1,87	469
Fresh fruit	8	46	62	151	130	70	4,20	467
Fresh vegetables	12	57	83	166	101	48	3,92	467
<i>answered question</i>								470
<i>skipped question</i>								0



ZERO MEASUREMENT SURVEY RESULTS



Question 34: What is your favourite snack? Rate from 1 to 12, where 1 is the highest note

What is your favourite snack? Rate from 1 to 12, where 1 is the highest note.														
Answer Options	1	2	3	4	5	6	7	8	9	10	11	12	Rating Average	Response Count
Chocolate bar	61	46	40	34	47	30	47	44	39	31	30	21	5,85	470
Candy	34	44	19	30	45	67	57	50	49	36	24	15	6,32	470
Cookies	8	19	32	27	40	55	63	74	75	31	30	16	7,06	470
Chips	7	11	24	19	24	23	33	43	56	80	59	91	8,63	470
Sandwich	14	20	45	61	76	57	45	59	39	29	19	6	6,09	470
Mini pizza	4	5	5	14	19	30	33	41	58	82	101	78	9,17	470
Buns	35	36	48	69	75	68	44	36	18	22	14	5	5,32	470
Yoghurt and other milk products	58	57	105	71	32	21	34	35	25	11	12	9	4,57	470
Dried fruit/ nuts	17	13	38	66	52	39	30	34	39	47	54	41	7,03	470
Salty snacks	2	4	7	12	10	20	37	32	48	82	80	136	9,63	470
Fresh fruit	191	96	40	31	18	14	14	11	6	9	31	9	3,36	470
Fresh vegetables	39	119	67	36	32	46	33	11	18	10	16	43	4,96	470
<i>answered question</i>													470	
<i>skipped question</i>													0	



ZERO MEASUREMENT SURVEY RESULTS

Most frequently consumed snack are fresh fruit followed by yoghurt and other milk products and fresh vegetables.

Nevertheless, fruit and vegetables remain under-consumed. As for fruit, 57% of respondents eat them less than once a day, for vegetables it is even 68%.

People with a higher education and higher income eat significantly more fruit and vegetables, yoghurt and other milk products... and candies. They eat less sandwiches, mini-pizzas and buns.

Crisps, mini pizzas, salty snacks are the least appreciated.

Dried fruit/nuts, which are or should be known for their various benefits are not or rarely consumed by 2/3 of the respondents.

Income has a positive impact on dried fruit and nuts consumption. As for those living in big cities, they eat more buns and to a certain extent more vegetables and fruit.

Fresh fruit is favoured more by better educated people, those with higher incomes and those living in rural areas.

In general, products known as being healthy (yoghurt and dried fruit/nuts) are better evaluated by respondents with higher SES.

Conclusions

Respondents care about health issues, but they also very much appreciate emotional aspects like taste and smell. Although they are regarded as being too expensive, fruit and vegetables are the most popular snacks (in terms of consumption and preferences).

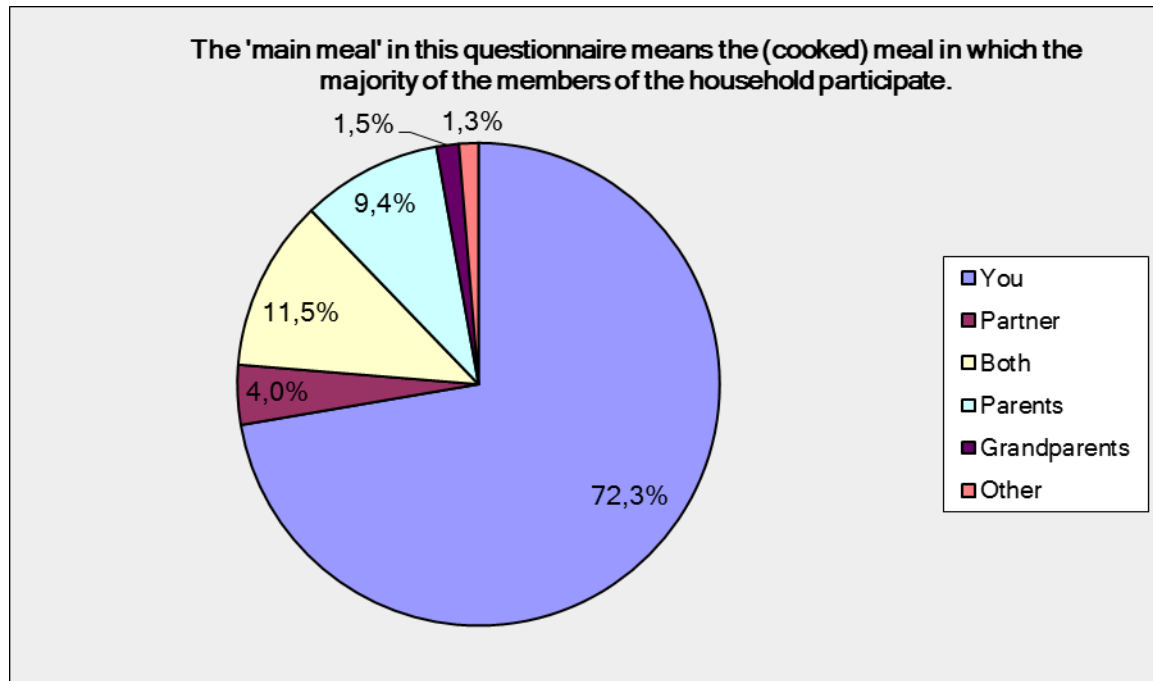


1.1.6. Eating habits

Question 35: Who most often prepares the main meal in your household?

The 'main meal' in this questionnaire means the (cooked) meal in which the majority of the members of the household participate.

Answer Options	Response Percent	Response Count
You	72,3%	340
Partner	4,0%	19
Both	11,5%	54
Parents	9,4%	44
Grandparents	1,5%	7
Other	1,3%	6
<i>answered question</i>		470
<i>skipped question</i>		0



In 72.3% the pregnant women who collect the fruit and vegetables parcels are also the ones cooking the meals.



ZERO MEASUREMENT SURVEY RESULTS

Question 36: How often do you eat outside your home?

How often do you eat outside your home?							
Answer Options	Less than once a month	Several times a month	Once a week	Several times a week	Daily	Rating Average	Response Count
Fast food restaurant	421	35	10	2	2	1,15	470
Small local restaurant (casual dining)	417	36	9	6	2	1,17	470
More formal restaurant	437	26	5	2	0	1,09	470
Canteen (at work/school)	411	21	4	19	15	1,31	470
<i>answered question</i>							470
<i>skipped question</i>							0

Answer Options	Education		income		place of living	
	Low	high	low	high	village	big city
Fast food restaurant	1,17	1,12	1,23	1,11	1,06	1,20
Small local restaurant (casual dining)	1,08	1,28	1,09	1,23	1,10	1,14
More formal restaurant	1,07	1,11	1,08	1,08	1,01	1,11
Canteen (at work/school)	1,28	1,41	1,28	1,43	1,25	1,38

Nearly all participants usually eat at home, eating out is rare in all three target groups.

For those respondents who eat outside the frequency is daily or several times a week.

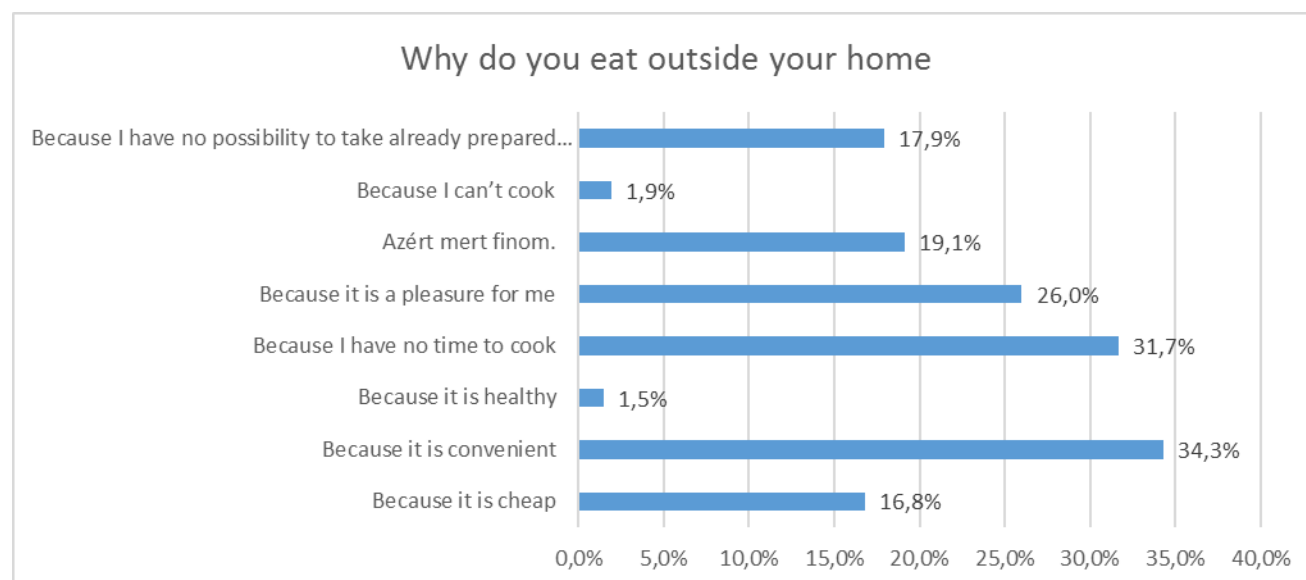
People living in rural areas eat out less often than those from big cities. Better educated people with higher income eat more often in small local restaurants and in canteens, whereas lower educated ones with less income visit more fast food restaurants.



ZERO MEASUREMENT SURVEY RESULTS

Question 37: Why do you eat outside your home (in restaurants, canteen etc.) – More than one answer possible

Why do you eat outside your home (in restaurants, canteen etc.) - More than one answer possible		
Answer Options	Response Percent	Response Count
Because it is cheap	16,8%	79
Because it is convenient	34,3%	161
Because it is healthy	1,5%	7
Because I have no time to cook	31,7%	149
Because it is a pleasure for me	26,0%	122
Because it is tasty	19,1%	90
Because I can't cook	1,9%	9
Because I have no possibility to take already prepared meals to work/school (no storage place etc.)	17,9%	84
<i>answered question</i>		470
<i>skipped question</i>		0



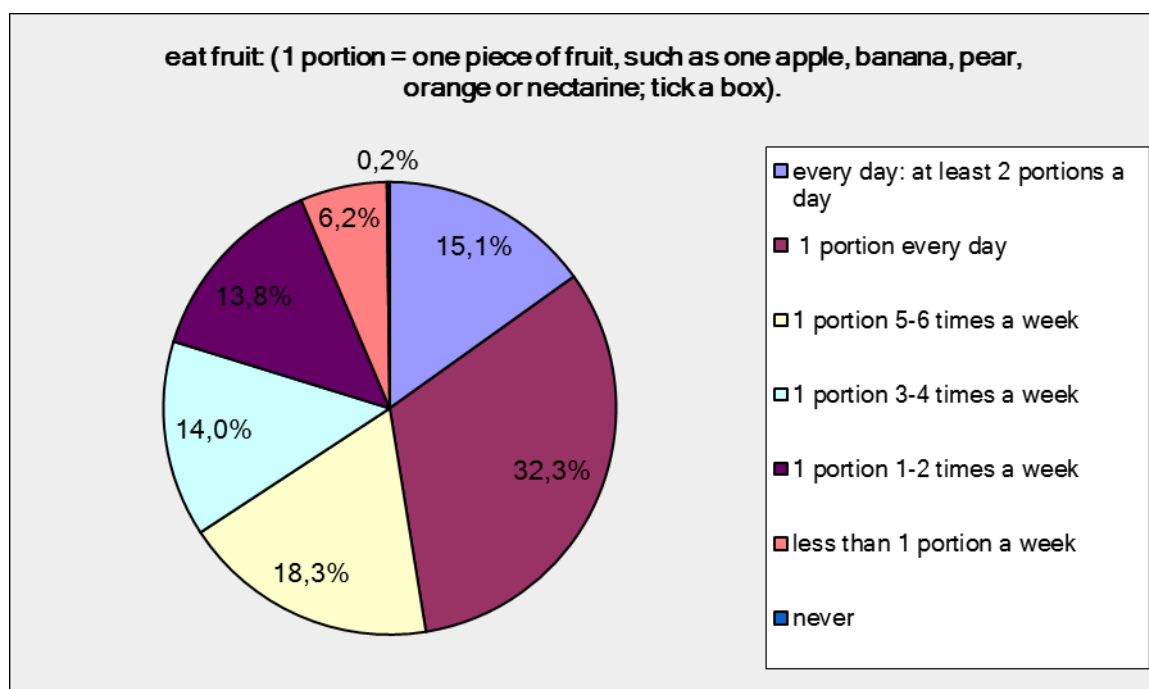
The reasons why people eat out are by decreasing order of importance, convenience, lack of time to cook and pleasure. With 1.5%, health is considered a determining factor.



ZERO MEASUREMENT SURVEY RESULTS

Question 38: I eat fruit: (1 portion = one piece of fruit, such as one apple, banana, pear, orange or nectarine; tick a box).

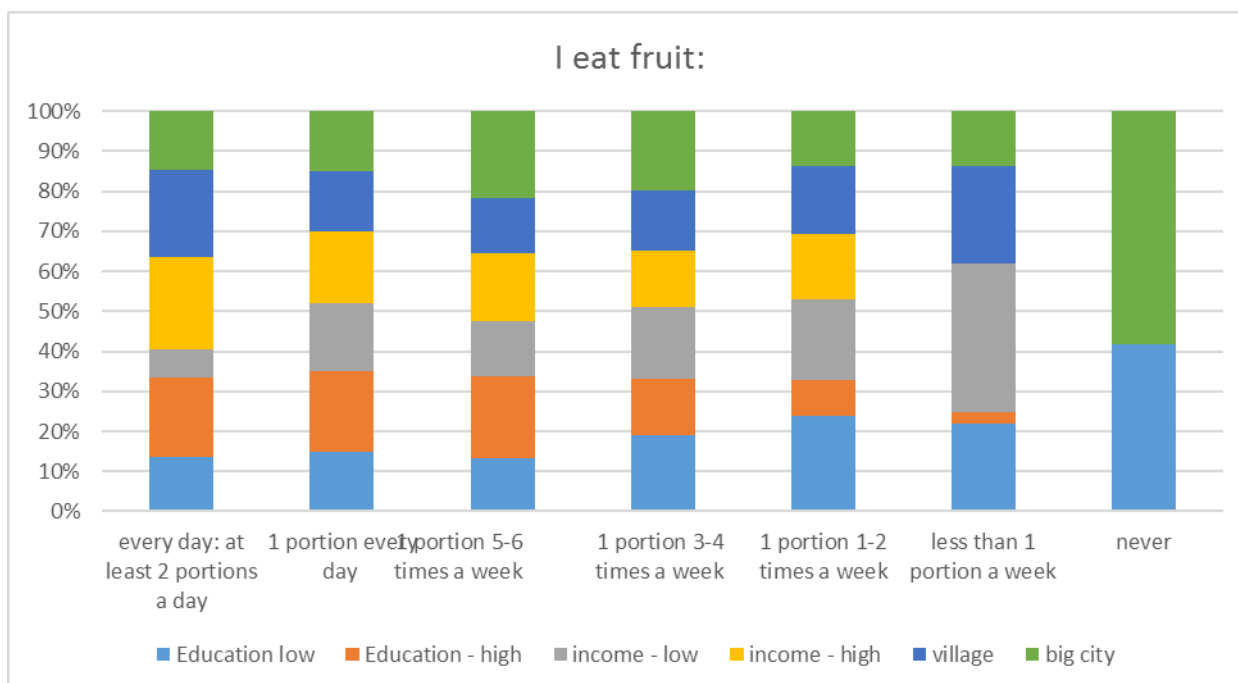
eat fruit: (1 portion = one piece of fruit, such as one apple, banana, pear, orange or nectarine; tick a box).		
Answer Options	Response Percent	Response Count
every day: at least 2 portions a day	15,1%	71
1 portion every day	32,3%	152
1 portion 5-6 times a week	18,3%	86
1 portion 3-4 times a week	14,0%	66
1 portion 1-2 times a week	13,8%	65
less than 1 portion a week	6,2%	29
never	0,2%	1
<i>answered question</i>		470
<i>skipped question</i>		0





ZERO MEASUREMENT SURVEY RESULTS

Answer Options	Education		income		place of living	
	Low	high	low	high	village	big city
every day: at least 2 portions a day	13,5%	19,5%	6,8%	23,0%	21,4%	14,4%
1 portion every day	28,4%	38,5%	32,4%	34,4%	28,2%	28,8%
1 portion 5-6 times a week	14,0%	21,9%	14,9%	18,0%	14,6%	23,3%
1 portion 3-4 times a week	15,8%	11,8%	14,9%	11,5%	12,6%	16,4%
1 portion 1-2 times a week	19,1%	7,1%	16,2%	13,1%	13,6%	11,0%
less than 1 portion a week	8,8%	1,2%	14,9%	0,0%	9,7%	5,5%
never	0,5%	0,0%	0,0%	0,0%	0,0%	0,7%



32.3% eat fruit on a daily basis, and 15.1 several times a day. Compared to Poland, this percentage is rather high. 6.2% declared to eat less than one portion per week. Only a small percentage never eats fruit or does it less than once a week.

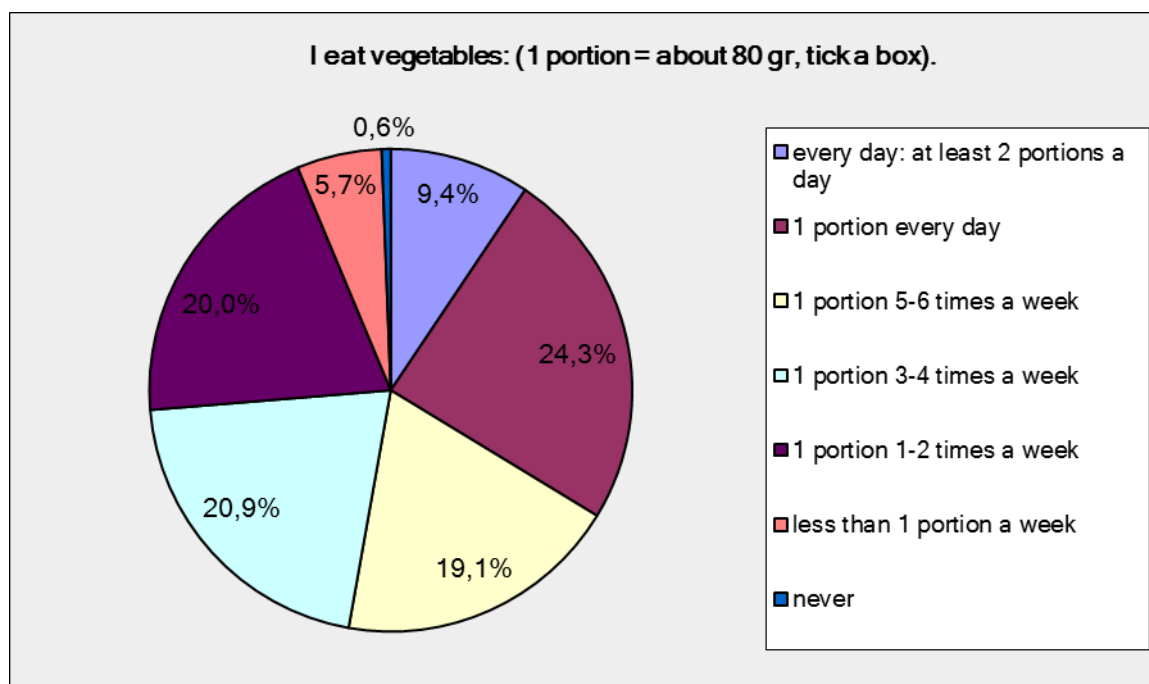
In terms of SES, people with higher level of education eat more fruit, but the determining factor is income, which basically makes the difference. Another determinant is living places, people living in rural area eat also significantly more fruit.



ZERO MEASUREMENT SURVEY RESULTS

Question 39: I eat vegetables: (1 portion = about 80 gr., tick a box).

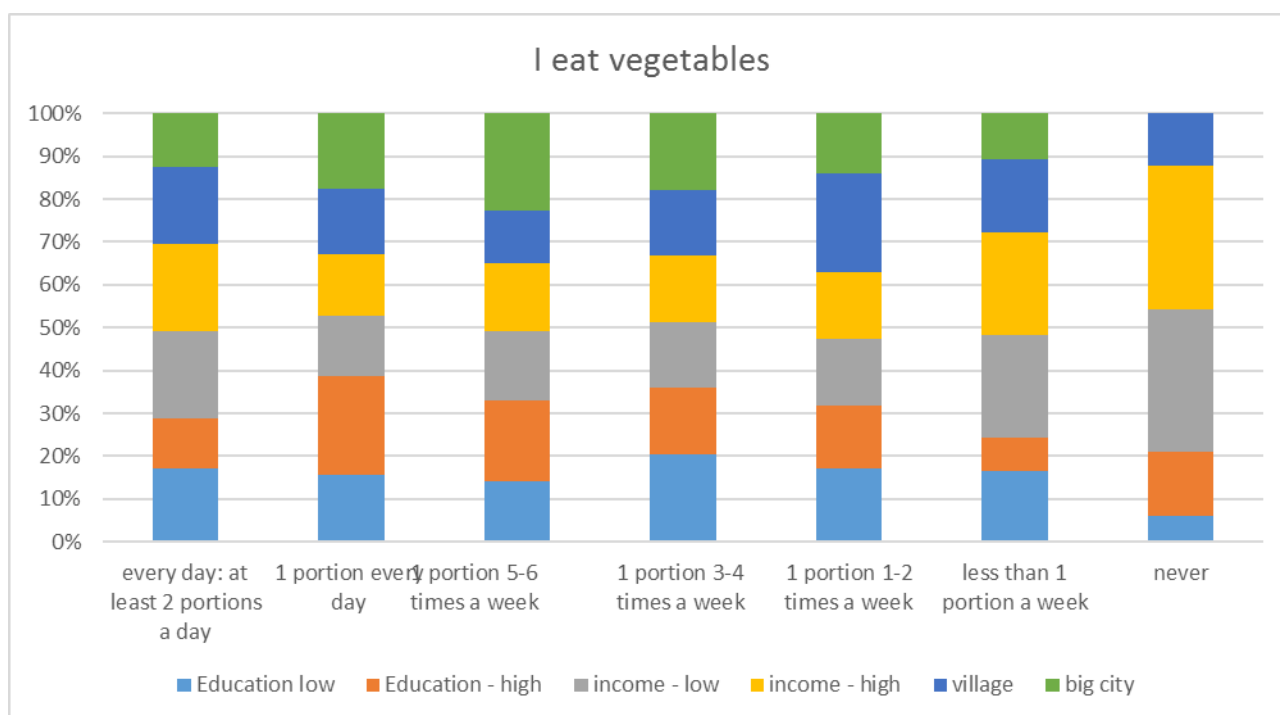
I eat vegetables: (1 portion = about 80 gr, tick a box).		
Answer Options	Response Percent	Response Count
every day: at least 2 portions a day	9,4%	44
1 portion every day	24,3%	114
1 portion 5-6 times a week	19,1%	90
1 portion 3-4 times a week	20,9%	98
1 portion 1-2 times a week	20,0%	94
less than 1 portion a week	5,7%	27
never	0,6%	3
answered question		470
skipped question		0





ZERO MEASUREMENT SURVEY RESULTS

Answer Options	Education		income		place of living	
	Low	high	low	high	Village	big city
every day: at least 2 portions a day	10,2%	7,1%	12,2%	12,2%	10,7%	7,5%
1 portion every day	20,9%	30,2%	18,9%	18,9%	20,4%	23,3%
1 portion 5-6 times a week	16,7%	22,5%	18,9%	18,9%	14,6%	26,7%
1 portion 3-4 times a week	23,3%	17,8%	17,6%	17,6%	17,5%	20,5%
1 portion 1-2 times a week	20,9%	17,8%	18,9%	18,9%	28,2%	17,1%
less than 1 portion a week	7,4%	3,6%	10,8%	10,8%	7,8%	4,8%
never	0,5%	1,2%	2,7%	2,7%	1,0%	0,0%



The frequency of vegetables consumption is slightly different than that of fruit. Fewer respondents (33.7%) eat a portion or more of vegetables per day. Nearly half of the respondents eat a portion less than 3-4 times a week.

People of higher education level eat considerably more vegetables once a day or 5-6 times a week. Education definitively makes the difference.



ZERO MEASUREMENT SURVEY RESULTS

Question 40-43: How often do you eat fruit and vegetables during which season?

How often do you eat fruit and vegetables during the following seasons? SUMMER								
Answer Options	Not at all	several times a month	once a week	several times a week	Once a day	Several times a day	Rating Average	Response Count
Fresh fruit	0	36	43	110	98	183	4,74	470
Canned fruit	284	115	46	18	3	4	1,62	470
Frozen fruit	322	107	24	12	3	2	1,45	470
Raw vegetables	16	50	72	148	94	90	4,11	470
Canned vegetables	272	145	37	12	3	1	1,58	470
Frozen vegetables	194	173	57	42	3	1	1,91	470
<i>answered question</i>								470
<i>skipped question</i>								0

How often do you eat fruit and vegetables during the following seasons? AUTUMN								
Answer Options	Not at all	Several times a month	Once a week	Several times a week	Once a day	Several times a day	Rating Average	Response Count
Fresh fruit	0	48	64	148	117	93	4,30	470
Canned fruit	203	156	64	40	4	3	1,93	470
Frozen fruit	248	145	52	20	3	2	1,70	470
Raw vegetables	27	69	83	161	81	49	3,74	470
Canned vegetables	215	164	59	25	5	2	1,82	470
Frozen vegetables	125	199	79	62	3	2	2,20	470
<i>answered question</i>								470
<i>skipped question</i>								0

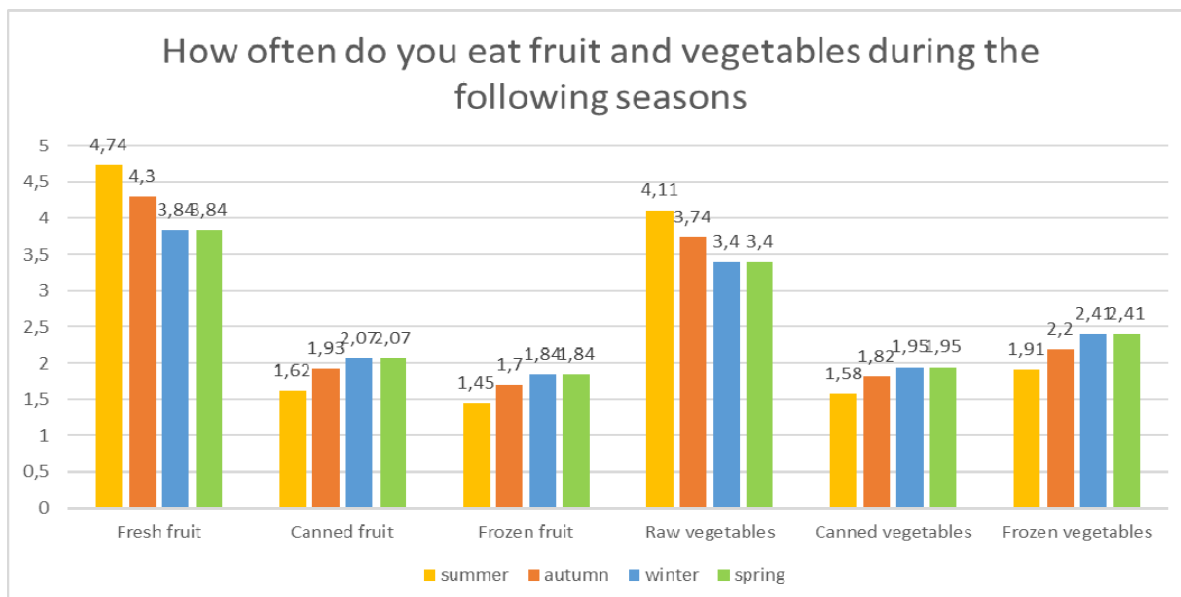
How often do you eat fruit and vegetables during the following seasons? WINTER								
Answer Options	Not at all	Several times a month	Once a week	Several times a week	Once a day	Several times a day	Rating Average	Response Count
Fresh fruit	9	73	94	150	95	49	3,84	470
Canned fruit	167	168	75	55	4	1	2,07	470
Frozen fruit	217	160	52	35	4	2	1,84	470
Raw vegetables	29	96	114	147	58	26	3,40	470
Canned vegetables	187	174	65	36	6	2	1,95	470
Frozen vegetables	87	194	103	81	3	2	2,41	470
<i>answered question</i>								470
<i>skipped question</i>								0



ZERO MEASUREMENT SURVEY RESULTS

How often do you eat fruit and vegetables during the following seasons? SPRING

Answer Options	Not at all	Several times a month	Once a week	Several times a week	Once a day	Several times a day	Rating Average	Response Count
Fresh fruit	9	73	94	150	95	49	3,84	470
Canned fruit	167	168	75	55	4	1	2,07	470
Frozen fruit	217	160	52	35	4	2	1,84	470
Raw vegetables	29	96	114	147	58	26	3,40	470
Canned vegetables	187	174	65	36	6	2	1,95	470
Frozen vegetables	87	194	103	81	3	2	2,41	470
<i>answered question</i>								470
<i>skipped question</i>								0



Respondents preferably eat during:

Summer: fresh fruit and vegetables (at least once day).

Autumn: fresh fruit and vegetables but rather less frequently.

Winter and spring: still domination of consumption of fresh fruit and vegetables, and increase in consumption of other proposed items.

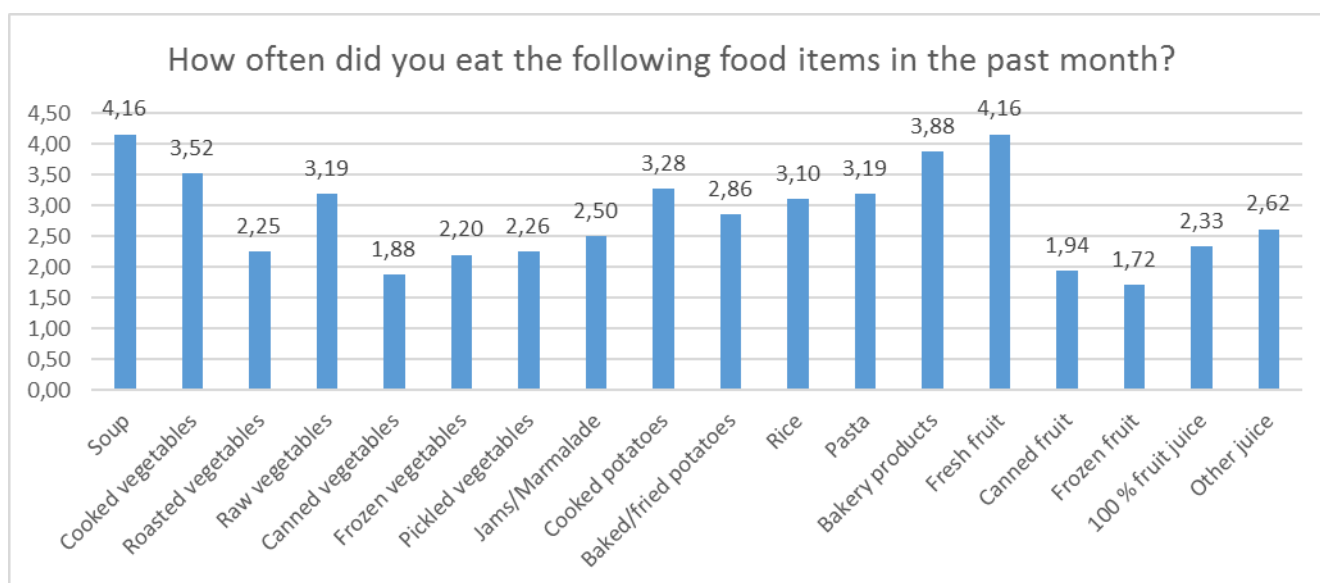
Frozen fruit and vegetables are the least consumed.



ZERO MEASUREMENT SURVEY RESULTS

Question 44: How often did you eat the following food items in the past month?

How often did you eat the following food items in the past month?								
Answer Options	Not at all	Several times a month	Once a week	Several times a week	Once a day	Several times a day	Rating Average	Response Count
Soup	3	30	48	209	167	13	4,16	470
Cooked vegetables	17	63	120	207	55	8	3,52	470
Roasted vegetables	154	141	93	69	10	3	2,25	470
Raw vegetables	49	108	95	156	48	14	3,19	470
Canned vegetables	216	140	72	39	3	0	1,88	470
Frozen vegetables	119	201	89	59	2	0	2,20	470
Pickled vegetables	134	170	89	65	11	1	2,26	470
Jams/Marmalade	66	210	104	75	15	0	2,50	470
Cooked potatoes	8	105	133	200	21	3	3,28	470
Baked/fried potatoes	38	155	138	117	18	4	2,86	470
Rice	10	116	176	155	11	2	3,10	470
Pasta	6	113	163	165	22	1	3,19	470
Bakery products	9	71	82	158	105	45	3,88	470
Fresh fruit	5	42	64	179	121	59	4,16	470
Canned fruit	207	139	75	44	5	0	1,94	470
Frozen fruit	250	142	43	29	5	1	1,72	470
100% fruit juice	169	138	63	56	26	18	2,33	470
Other juice	101	165	82	74	30	18	2,62	470
<i>answered question</i>								470
<i>skipped question</i>								0





ZERO MEASUREMENT SURVEY RESULTS

Answer Options	Education		income		place of living	
	Low	high	low	high	village	big city
Soup	4,10	4,27	3,89	4,41	4,15	4,18
Cooked vegetables	3,42	3,66	3,26	3,69	3,56	3,54
Roasted vegetables	2,17	2,43	2,00	2,49	2,14	2,26
Raw vegetables	3,01	3,51	2,50	3,54	2,98	3,32
Canned vegetables	1,94	1,85	1,97	1,67	1,72	1,79
Frozen vegetables	2,23	2,22	2,30	2,23	2,11	2,19
Pickled vegetables	2,34	2,25	2,08	2,31	2,21	2,22
Jams/Marmalade	2,49	2,50	2,50	2,36	2,43	2,35
Cooked potatoes	3,27	3,30	3,16	3,15	3,34	3,12
Baked/fried potatoes	3,03	2,70	2,74	2,61	2,88	2,59
Rice	3,06	3,12	3,07	3,23	3,10	3,10
Pasta	3,22	3,17	3,11	3,16	3,17	3,16
Bakery products	3,93	4,00	3,68	3,93	3,72	4,05
Fresh fruit	3,89	4,59	3,62	4,61	4,24	4,31
Canned fruit	1,90	1,99	2,00	1,87	2,01	1,75
Frozen fruit	1,67	1,89	1,59	1,74	1,74	1,64
100% fruit juice	2,24	2,47	2,05	2,38	2,51	2,25
Other juice	2,63	2,59	2,30	2,46	2,68	2,42

During the winter month preceding the survey, the most consumed products on a daily basis were soup and fresh fruit followed by bakery products. Other prepared fruit or vegetables (frozen, canned, pickled...) were consumed very little.

Higher levels of education and higher income have the same effect on consumption: increased consumption of soups, cooked vegetables, roasted vegetables, fresh fruit and 100% fruit juice. Higher income has a particular positive impact on raw vegetables consumption.

People living in big cities eat more fresh fruit and vegetables but drink less juices.

Conclusions

The consumption of fruit and vegetables among respondents is low. Whilst SES is a significant factor, it makes no difference where people live.

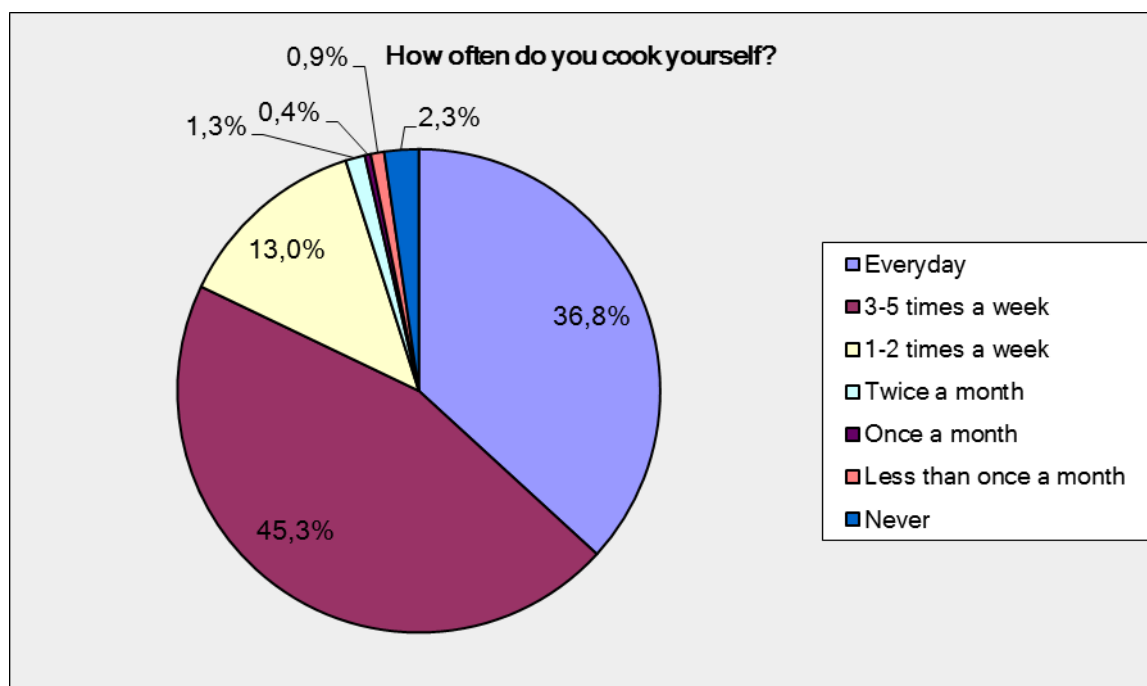
There is doubt whether people know how to translate the recommended intake of fruit and vegetables into the tangible quantities they actually eat, and to eat healthy in a responsible way.



1.1.7. Cooking habits

Question 45: How often do you cook yourself?

How often do you cook yourself?		
Answer Options	Response Percent	Response Count
Everyday	36,8%	173
3-5 times a week	45,3%	213
1-2 times a week	13,0%	61
Twice a month	1,3%	6
Once a month	0,4%	2
Less than once a month	0,9%	4
Never	2,3%	11
<i>answered question</i>		470
<i>skipped question</i>		0





ZERO MEASUREMENT SURVEY RESULTS

Answer Options	Education		income		village	big city
	Low	high	low	high		
Everyday	48,4%	20,7%	44,6%	19,7%	42,7%	28,8%
3-5 times a week	34,0%	57,4%	36,5%	47,5%	43,7%	51,4%
1-2 times a week	9,8%	20,1%	12,2%	29,5%	9,7%	16,4%
Twice a month	1,9%	1,2%	1,4%	0,0%	1,9%	1,4%
Once a month	0,9%	0,0%	1,4%	0,0%	1,0%	0,0%
Less than once a month	1,4%	0,0%	1,4%	1,6%	1,0%	0,7%
Never	3,7%	0,6%	2,7%	1,6%	0,0%	1,4%

82.1% of respondents declared to cook nearly everyday or everyday.

The higher their degree of education and income, the less frequently they cook on a daily basis.

Pregnant women living in rural areas cook more frequently.

Question 46: What is your attitude towards cooking? More than one answer possible.

What is your attitude towards cooking? More than one answer possible		
Answer Options	Response Percent	Response Count
I like cooking	58,5%	275
I don't mind cooking	35,3%	166
I cook, but actually I don't like it	12,8%	60
I would like to learn how to cook	4,5%	21
I don't have time to cook	7,0%	33
I don't like cooking and I don't do this	1,7%	8
<i>answered question</i>		470
<i>skipped question</i>		0

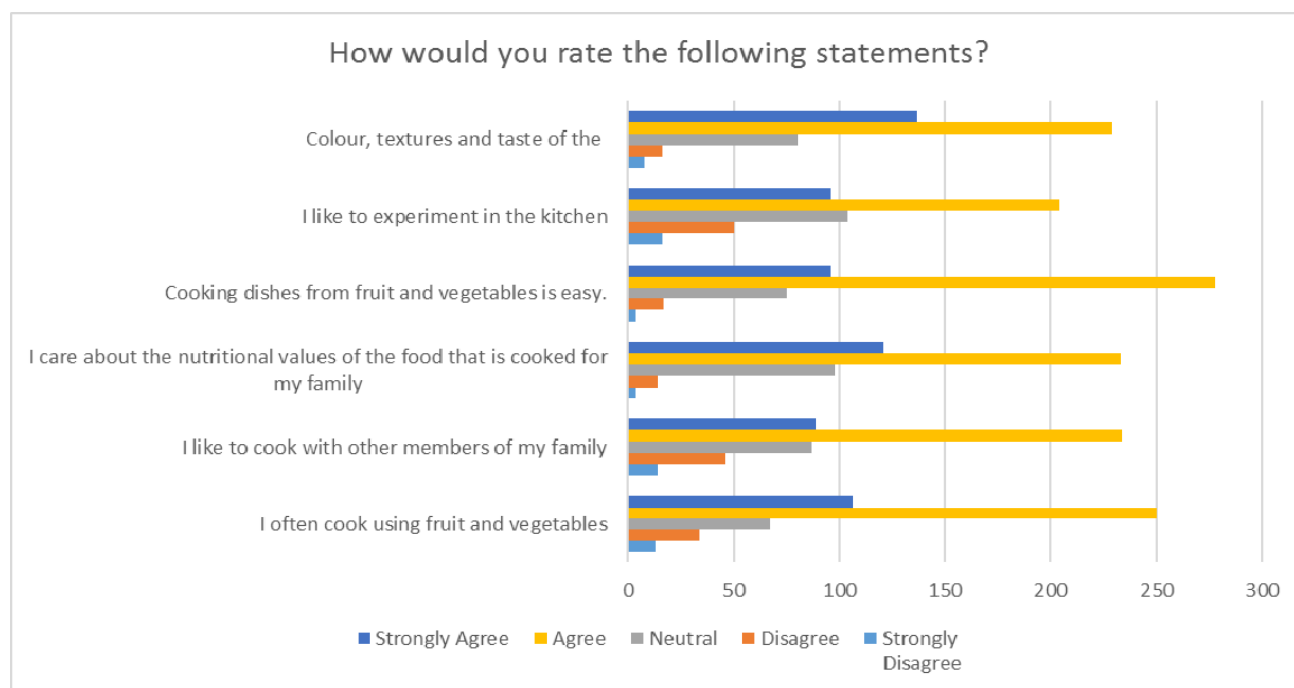
Most respondents declared to like cooking or at least not to mind. Only 1 out of 8 don't like cooking.



ZERO MEASUREMENT SURVEY RESULTS

Question 47: How would you rate the following statements?

How would you rate the following statements?							
Answer Options	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Rating Average	Response Count
Colour, textures and taste of the food I cook is very important to me	8	16	80	229	137	4,00	470
I like to experiment in the kitchen	16	50	104	204	96	3,67	470
Cooking dishes from fruit and vegetables is easy.	4	17	75	278	96	3,95	470
I care about the nutritional values of the food that is cooked for my family	4	14	98	233	121	3,96	470
I like to cook with other members of my family	14	46	87	234	89	3,72	470
I often cook using fruit and vegetables	13	34	67	250	106	3,86	470
<i>answered question</i>							470
<i>skipped question</i>							0

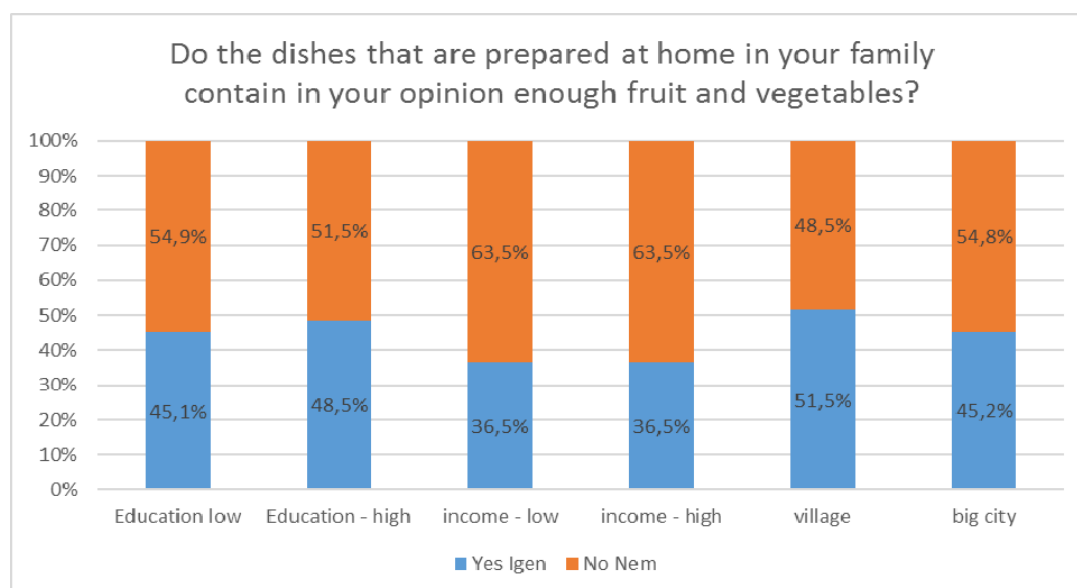




Question 48: Do the dishes that are prepared at home in your family (by any of the members of your family) contain in your opinion enough fruit and vegetables?

Do the dishes that are prepared at home in your family (by any of the members of your family) contain in your opinion enough fruit and vegetables?		
Answer Options	Response Percent	Response Count
Yes	47,2%	222
No	52,8%	248
<i>answered question</i>		470
<i>skipped question</i>		0

Answer Options	Education		Income		place of living	
	Low	high	Low	high	village	big city
Yes	45,1%	48,5%	36,5%	36,5%	51,5%	45,2%
No	54,9%	51,5%	63,5%	63,5%	48,5%	54,8%



More than half of respondents are aware that they do not eat enough fruit and vegetables.

The more they earn, the more they are aware of it (the proportion climbs to nearly 66% declaring that what they eat at home does not contain sufficient fruit and vegetables).

The fact that education level is not a major determinant, shows that there is potential to improve the situation with clear messages and explanations to encourage people to buy, eat and cook responsibly, especially directed at those of low SES.



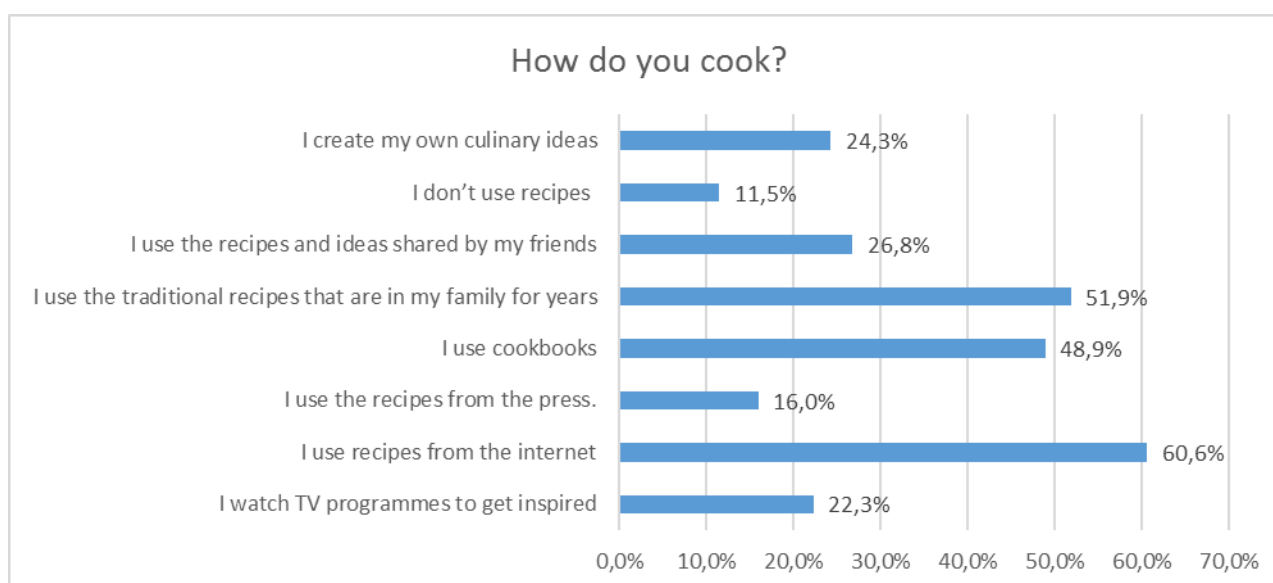
Question 49: Why do you or other members of your family use fruit and vegetables in the kitchen?
More than one answer possible.

Why do you or other members of your family use fruit and vegetables in the kitchen? More than one answer possible.		
Answer Options	Response Percent	Response Count
Because they are tasty	73,6%	346
Because they are healthy	84,3%	396
Because they give a lot of possibilities	34,9%	164
Because it is easy to prepare dishes with fruit and vegetables	15,3%	72
We don't use fruit and vegetables during cooking	1,5%	7
<i>answered question</i>		470
<i>skipped question</i>		0

Fruit and vegetables are associated to health and taste.

Question 50: How do you cook? More than one answer possible.

How do you cook? More than one answer possible.		
Answer Options	Response Percent	Response Count
I watch TV programmes to get inspired	22,3%	105
I use recipes from the internet	60,6%	285
I use the recipes from the press	16,0%	75
I use cookbooks	48,9%	230
I use the traditional recipes that are in my family for years	51,9%	244
I use the recipes and ideas shared by my friends	26,8%	126
I don't use recipes	11,5%	54
I create my own culinary ideas	24,3%	114
<i>answered question</i>		470
<i>skipped question</i>		0



Internet, cook books and traditional recipes provide the main sources of inspiration for cooking. Press and TV programmes are consulted less often.

Conclusions

Women have begun to diversify. Internet and cookbooks are commonly used to find recipes. Food does no longer only respond to physiological needs, but becomes part of a cultural identity based on more emotional values related to pleasure, creativity, eye-catchiness, colours, beauty or seduction.

Promoting modern, healthier recipes can pave the way to make habits change from tradition to creativity, self-expression and pleasure, with a healthier perspective. It may also be a way to change habits to use more fruit and vegetables in cooking, by giving ideas, discovering new tastes, new colours, new pleasures.



1.2. PEOPLE 65 y. +

1.2.1. Introduction

Country : Hungary

Target group: people 65 years and older

Number of responses analysed (questionnaires): 700

46,4% of the respondents live in North Hungary (325) and 53,6% in North Great Hungarian Plain (375).

72,9% of respondents amongst "people 65 y. and older" were women.



1.2.2. Basic information about respondents

Question 9: Number of people in the household

Number of people in the household		
Answer Options	Response Percent	Response Count
1	53,4%	374
2	29,7%	208
3	8,3%	58
4	3,9%	27
5	2,7%	19
6	1,7%	12
7	0,3%	2
8	0,0%	0
9	0,0%	0
10	0,0%	0
more than 10	0,0%	0
<i>answered question</i>		700
<i>skipped question</i>		0

Answer Options	Education		income		place of living	
	Low	high	low	high	village	big city
1	55,6%	39,4%	63,6%	3,0%	59,0%	52,9%
2	29,5%	35,1%	23,7%	48,5%	23,1%	28,4%
3	7,9%	10,6%	6,1%	27,3%	9,4%	10,0%
4	3,1%	5,3%	4,0%	15,2%	4,3%	4,2%
5	2,5%	3,2%	1,0%	6,1%	1,7%	2,3%
6	1,1%	6,4%	1,0%	0,0%	1,7%	2,3%
7	0,4%	0,0%	0,5%	0,0%	0,9%	0,0%
8	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%
9	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%
10	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%
more than 10	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%

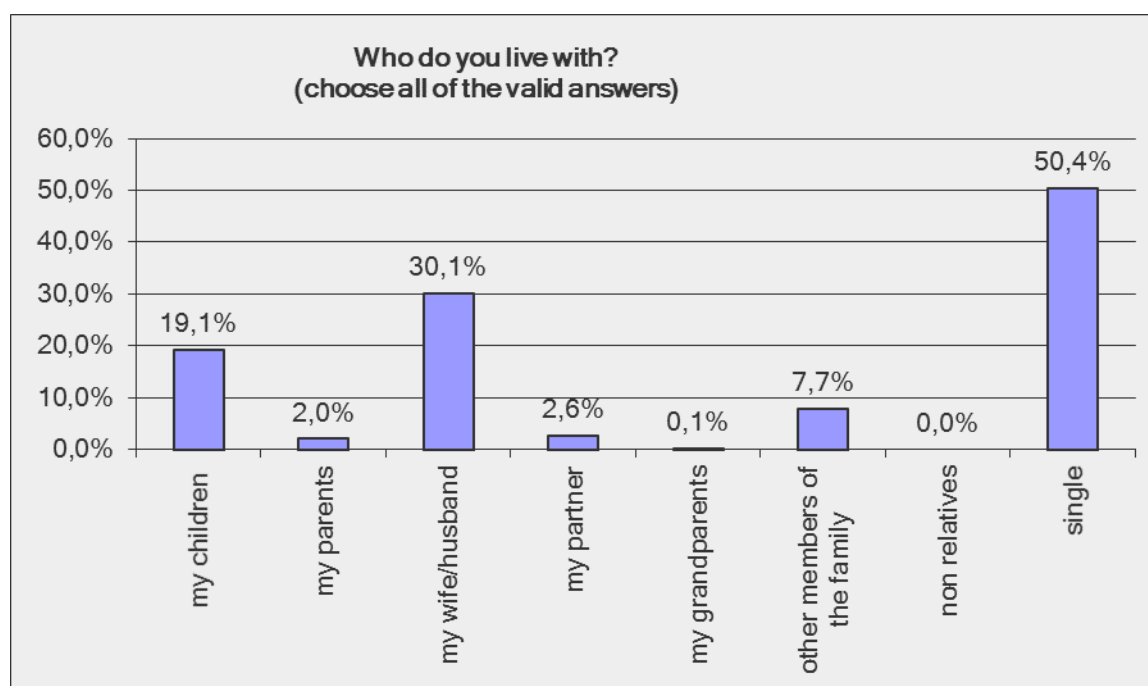


Question 10: Sex of people in the household

Sex of people in the household			
Sex:			
Answer Options	Female	Male	Response Count
1. Person	478	216	694
2. Person	162	114	276
3. Person	68	38	106
4. Person	32	26	58
5. Person	22	11	33
6. Person	6	8	14
7. Person	1	1	2
8. Person	0	0	0
			Question Totals
			<i>answered question</i> 700
			<i>skipped question</i> 0

Question 16: Who do you live with?

Who do you live with? (choose all of the valid answers)		
Answer Options	Response Percent	Response Count
my children	19,1%	134
my parents	2,0%	14
my wife/husband	30,1%	211
my partner	2,6%	18
my grandparents	0,1%	1
other members of the family	7,7%	54
non relatives	0,0%	0
Single	50,4%	353
		<i>answered question</i> 700
		<i>skipped question</i> 0



Conclusions

The families related to the 700 respondents represent approximately 1 260 people. The average household in this sample consists of 1.8 persons, which is lower than the national averages (2.36) as reported by the **KSH (Central Institute of Statistics, Office of Education)**

Both regions were equally represented.

More than half of the respondents live alone. 30.1% live with their husband/wife, followed by 19.1% living with their children.

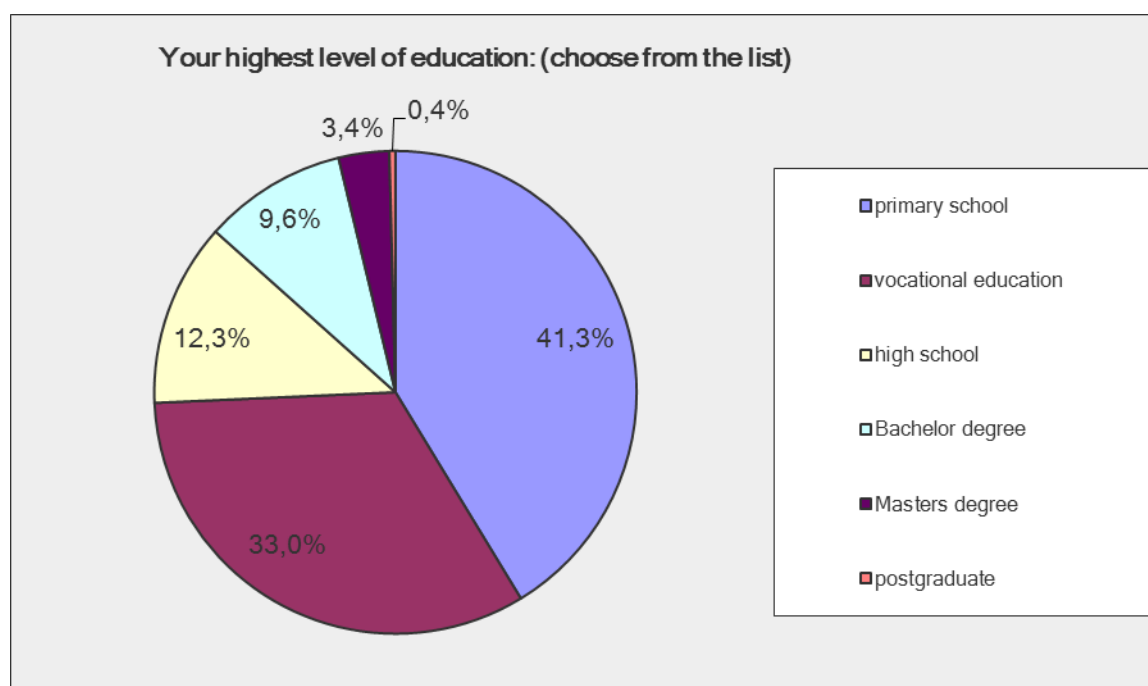
The majority of single households belong to low socio-economic profile, with people living in rural areas. 63.6 % of people with low income live alone.



1.2.3. Socio-economic issues

Question 17: Your highest level of education

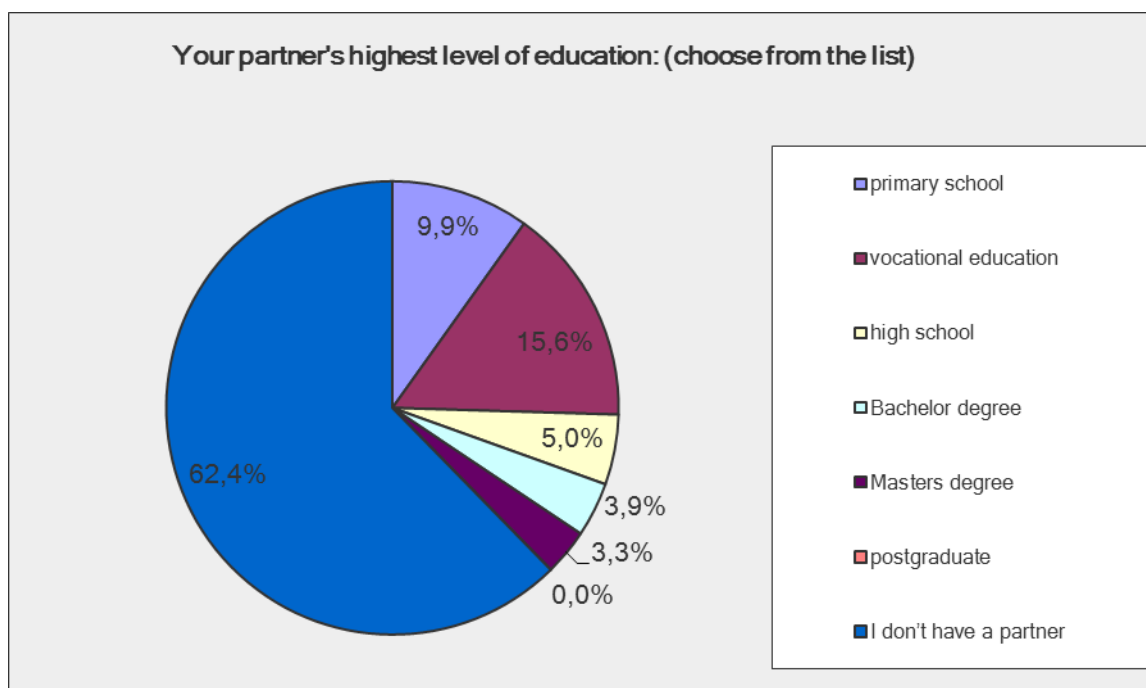
Your highest level of education: (choose from the list)		
Answer Options	Response Percent	Response Count
primary school	41,3%	289
vocational education	33,0%	231
high school	12,3%	86
Bachelor degree	9,6%	67
Masters degree	3,4%	24
postgraduate	0,4%	3
	answered question	700
	skipped question	0





Question 18: Your partner's highest level of education

Your partner's highest level of education: (choose from the list)		
Answer Options	Response Percent	Response Count
primary school	9,9%	69
vocational education	15,6%	109
high school	5,0%	35
Bachelor degree	3,9%	27
Masters degree	3,3%	23
postgraduate	0,0%	0
I don't have a partner	62,4%	437
<i>answered question</i>		700
<i>skipped question</i>		0



13% of older people graduated from university. The share of those holding only a primary education is rather high (41.3%). 45% benefitted from vocational training or high school. Few people have a higher education.

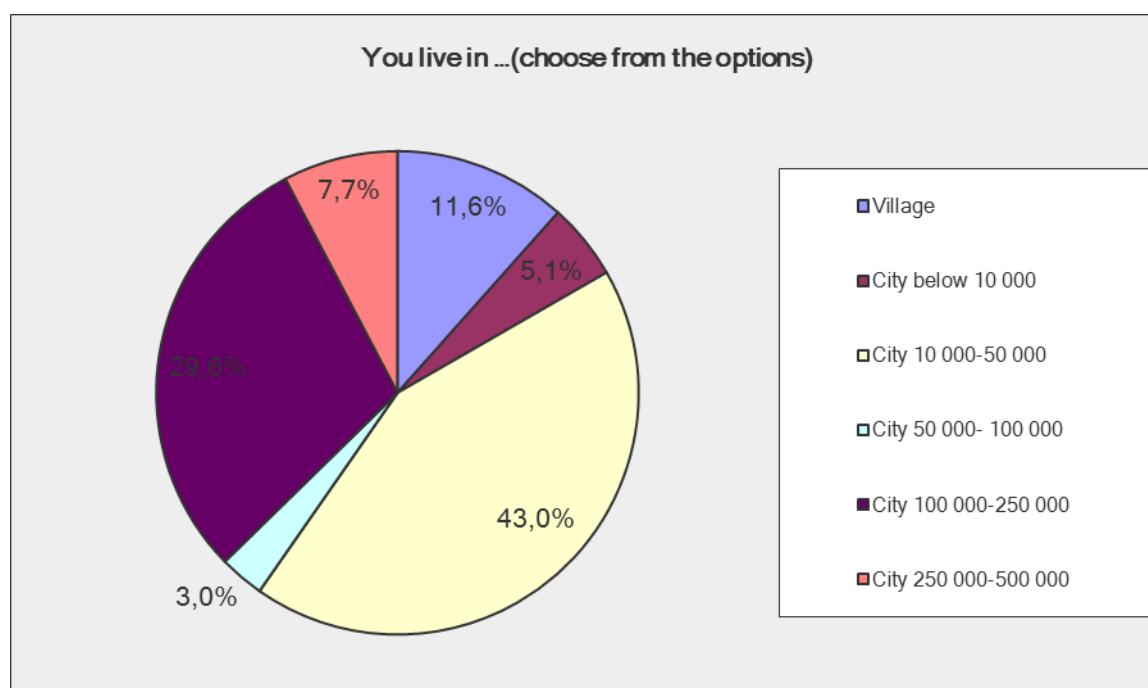
96.3% of respondents are pensioners or annuants. 2.9% are still economically active.



ZERO MEASUREMENT SURVEY RESULTS

Question 20: You live in:

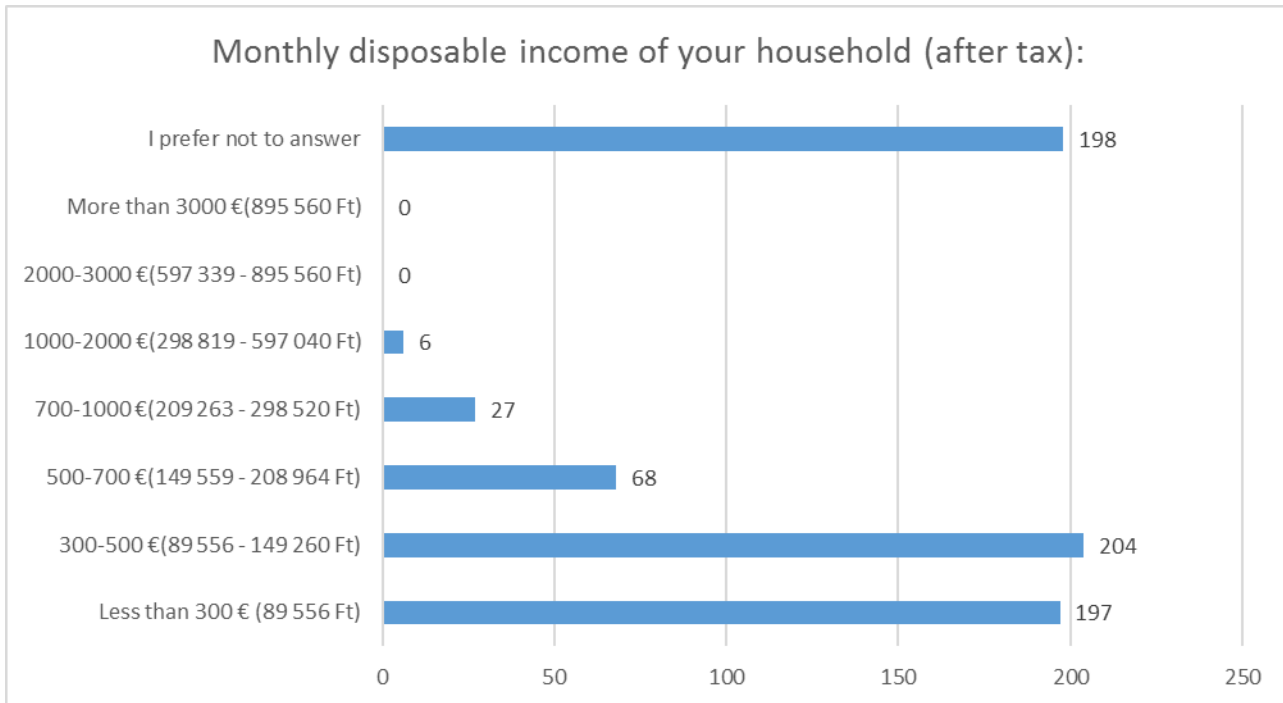
You live in ...(choose from the options)		
Answer Options	Response Percent	Response Count
Village	11,6%	81
City below 10 000	5,1%	36
City 10 000-50 000	43,0%	301
City 50 000- 100 000	3,0%	21
City 100 000-250 000	29,6%	207
City 250 000-500 000	7,7%	54
answered question		700
skipped question		0



43% of respondents live in cities 10-50 000 and 37.3% in cities of 100 000 + inhabitants. Few people participating in "My healthy family" (16.7%) live in rural areas.



Question 21: Monthly disposable income of your household (after tax):



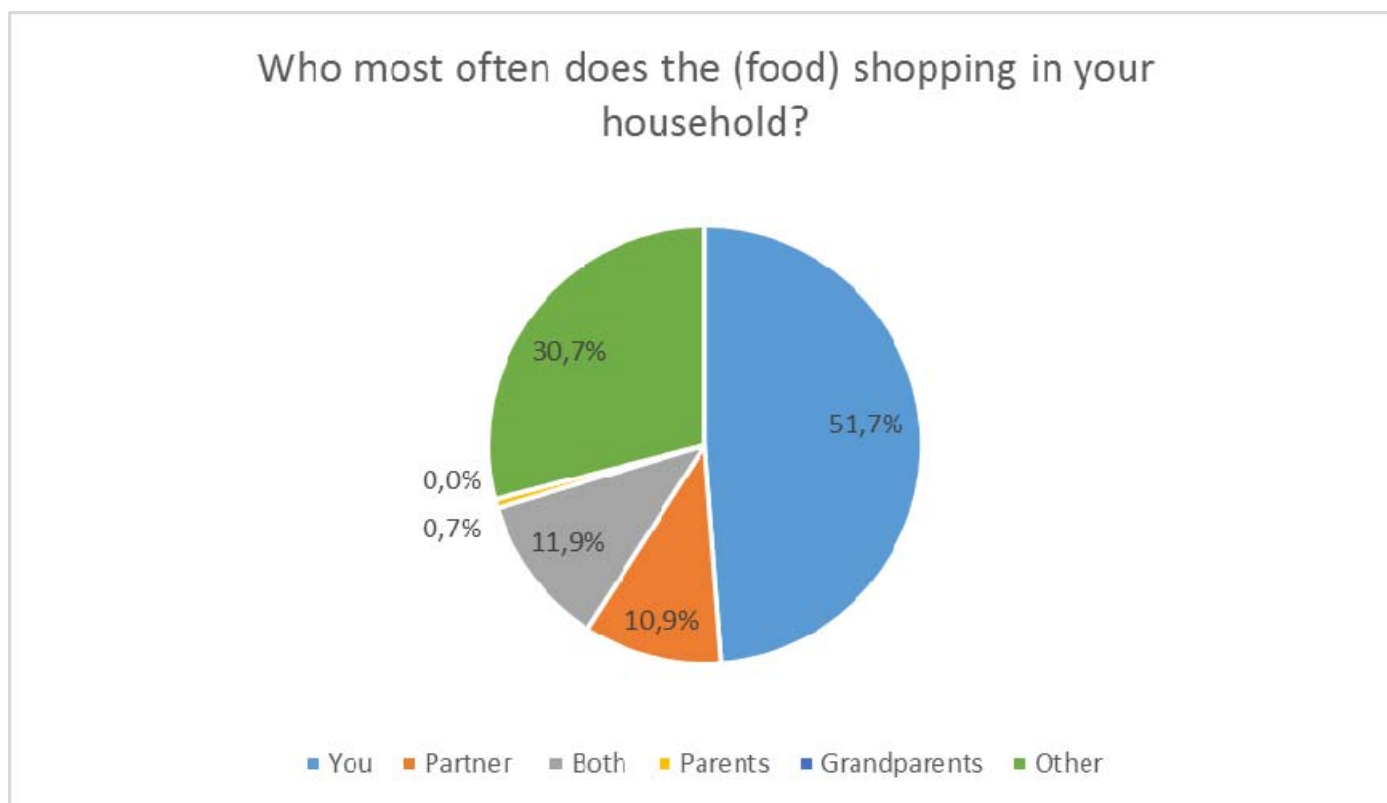
Conclusions

- The 65 + target group has a socio-economically rather low profile (poor income and the low level of education) with a predominance of rather poor households compared to the two other target groups.
- 80% of the households have a disposable monthly income below 500 €.
- The average household of older people is often of a single household.



1.2.4. Shopping habits

Question 22: Who most often does the (food) shopping in your household?



Answer Options	Education		income		place of living	
	Low	high	low	high	Village	big city
You	50,4%	46,8%	53,5%	15,2%	53,8%	53,3%
Partner	9,6%	20,2%	8,6%	30,3%	11,1%	10,3%
Both	10,0%	21,3%	8,1%	33,3%	9,4%	11,5%
Parents	0,4%	3,2%	1,5%	0,0%	0,9%	0,4%
Grandparents	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%
Other	34,5%	20,2%	32,3%	27,3%	29,1%	33,7%

More than half of respondents do their own shopping but 30% receive help from others.

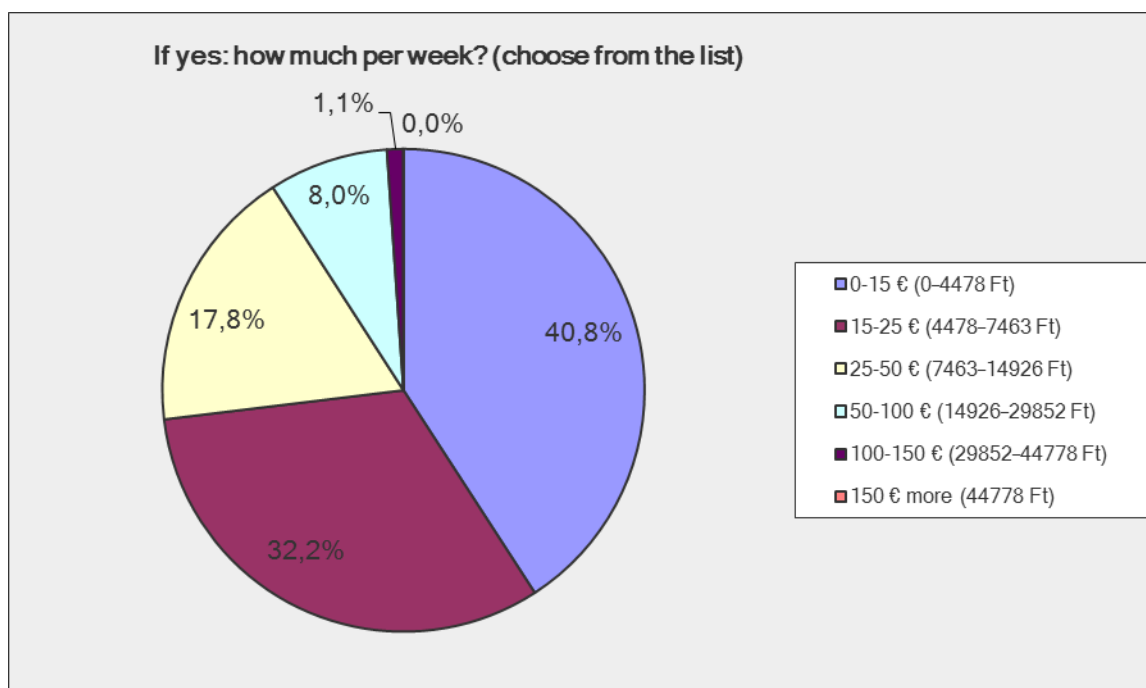
SES seems a major factor in determining who does the shopping. The higher the SES (high education level, high income, living in big cities), the more frequent couples shop together.



Remarkably enough, people of low SES, are helped more frequently by others than richer people. The living place does not have a real influence, except for people living in big cities who tend to receive more outside help (33.7% compared to 29.1% in rural areas).

Question 23: Do you have a specific budget for food-shopping?

Do you have a specific budget for food-shopping?		
Answer Options	Response Percent	Response Count
Yes	22,0%	154
No	78,0%	546
<i>answered question</i>		700
<i>skipped question</i>		0



Question 25: How much of your expenses on food do you spend on fresh fruit and vegetables?

How much of your expenses on food do you spend on fresh fruit and vegetables?		
Answer Options	Response Percent	Response Count
Less than 20%	65,6%	459
21-40%	26,6%	186
41-60%	6,7%	47
More than 60%	1,1%	8



ZERO MEASUREMENT SURVEY RESULTS

<i>answered question</i>	700
<i>skipped question</i>	0

Answer Options	Education		income		place of living	
	Low	high	Low	high	Village	big city
Less than 20%	69,7%	45,7%	73,7%	60,6%	57,3%	68,6%
21-40%	23,0%	44,7%	16,7%	36,4%	32,5%	23,8%
41-60%	6,3%	7,4%	8,1%	3,0%	9,4%	6,1%
More than 60%	1,0%	2,1%	1,5%	0,0%	0,9%	1,5%

Only 22% of the respondents stated to have a dedicated budget for food shopping and only 174 out of 700 actually answered the question how much that is. Of these, more than 70% spend less than 50 € per week on food out of which 2/3 spend less than 20% on fruit and vegetables.

65 + are the target group with the lowest income. Although people with higher education and higher income spend more on fruit and vegetables, the total percentage of fruit and vegetables expenditure remains low (90% spend less than 40% of their food budget on fruit and vegetables).

Question 26: Do you have your own garden/field/fruit trees?

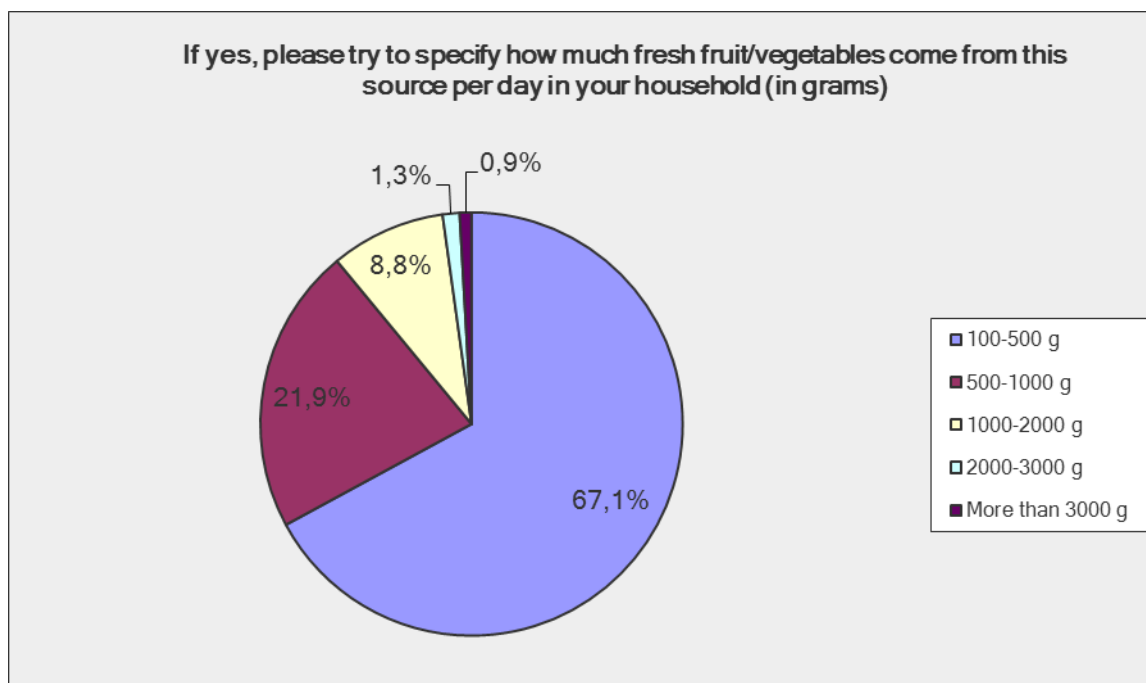
Do you have your own garden/field/fruit trees?		
Answer Options	Response Percent	Response Count
Yes	39,7%	278
No	60,3%	422
<i>answered question</i>		700
<i>skipped question</i>		0

Question 27: If yes, please try to specify how much fresh fruit/vegetables come from this source per day in your household (in grams)

If yes, please try to specify how much fresh fruit/vegetables come from this source per day in your household (in grams)		
Answer Options	Response Percent	Response Count
100-500 g	67,1%	214
500-1000 g	21,9%	70
1000-2000 g	8,8%	28
2000-3000 g	1,3%	4
More than 3000 g	0,9%	3
<i>answered question</i>		319
<i>skipped question</i>		381



ZERO MEASUREMENT SURVEY RESULTS

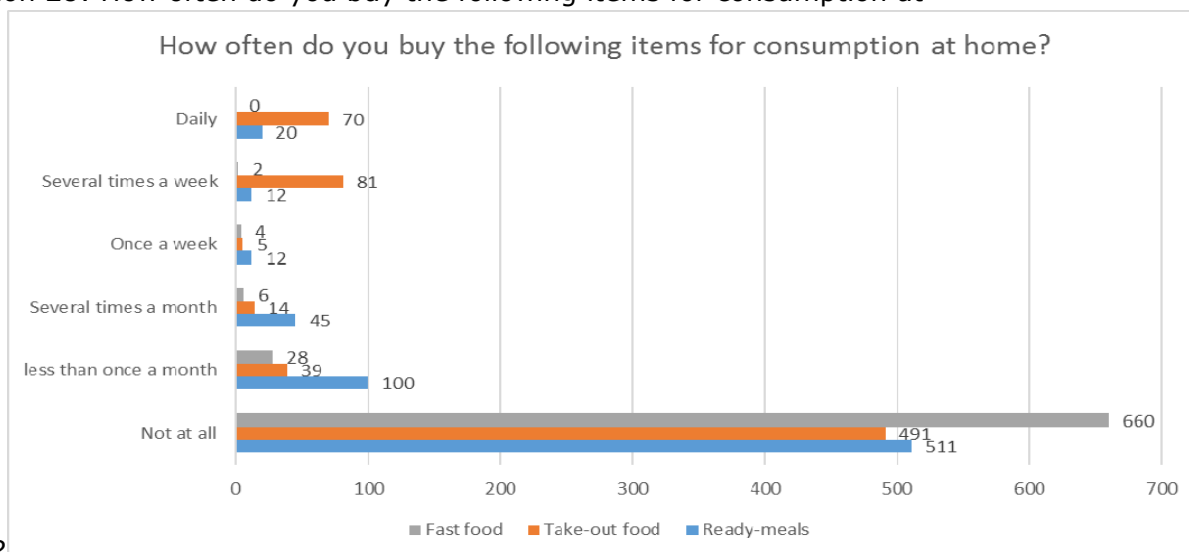


About 40% of respondents have their own garden and grow their own fruit and vegetables, though 67.1% eat less than 500 g, in 21.9% less than 1000 g of fruit and vegetables per day of their own harvest. Given the average number of 1.8 people per household, Hungarian older people **benefit sufficiently from home grown fruit and vegetables.**



ZERO MEASUREMENT SURVEY RESULTS

Question 28: How often do you buy the following items for consumption at



home?

Answer Options	Education		income		place of living	
	Low	high	low	high	Village	big city
Ready-meals	1,50	1,72	1,52	1,48	1,50	1,54
Take-out food	2,01	2,39	1,90	2,30	1,59	1,98
Fast food	1,06	1,26	1,09	1,12	1,05	1,13

Less than 10% of respondents purchase any of the three proposed pre-prepared food at all. Those that do prefer take-out food, followed by ready meals to fast food which is nearly never consumed by 65 y.+.

People with higher education levels and higher income eat more pre-prepared food, especially take-out food, with one exception. People with low income eat more ready-meals.

Those living in big cities do eat more take-out food which can probably be linked to an increased availability.



ZERO MEASUREMENT SURVEY RESULTS

Question 29: How do you rate the following statements? While buying food products:

How do you rate the following statements? While buying food products:

Answer Options	Unimportant	Low Importance	Neutral	Important	Very Important	Rating Average	Response Count
The price of fresh fruit is	26	33	26	376	239	4,10	700
The price of raw vegetables is	27	33	31	367	242	4,09	700
The origin of my food is	36	29	69	359	207	3,96	700
The season of fruit and vegetables is	57	49	75	360	159	3,74	700
<i>answered question</i>							700
<i>skipped question</i>							0

Answer Options	Education		income		place of living	
	Low	high	low	high	village	big city
The price of fresh fruit is	4,07	4,13	4,25	4,12	3,92	4,24
The price of raw vegetables is	4,06	4,12	4,24	4,12	3,89	4,22
The origin of my food is	3,92	4,29	4,02	4,09	3,99	3,99
The season of fruit and vegetables is	3,68	4,05	3,87	3,82	3,86	3,90

Among this target groups, price followed by origin of the food are more important determinants than seasonality.

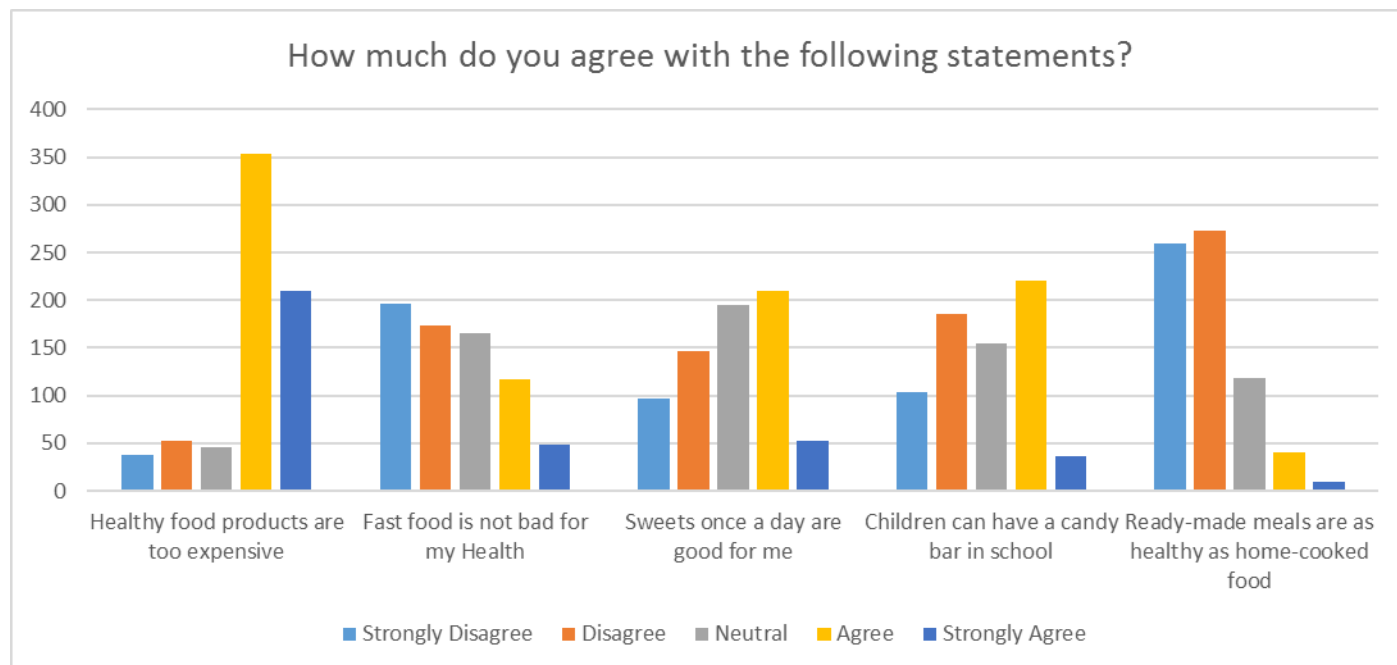
Differences in rating the price are less remarkable between SES, unlike the origin and the seasonality that are better rated by better educated people and people with higher income.

Where people live influences their attitude towards the price. People living in big cities consider it much more important.



ZERO MEASUREMENT SURVEY RESULTS

Question 30: How much do you agree with the following statements?



Answer Options	Education		income		place of living	
	Low	high	low	high	village	big city
Healthy food products are too expensive	3,90	3,86	4,06	4,15	3,68	4,01
Fast food is not bad for my Health	2,52	2,34	2,80	2,27	2,64	2,57
Sweets once a day are good for me	2,96	2,98	2,99	3,15	2,77	2,99
Children can have a candy bar in school	2,92	2,63	2,98	2,79	2,88	2,93
Ready-made meals are as healthy as home-cooked food	1,98	1,86	2,05	1,73	1,95	1,94



ZERO MEASUREMENT SURVEY RESULTS

A vast majority of the respondents believes that healthy products are too expensive.

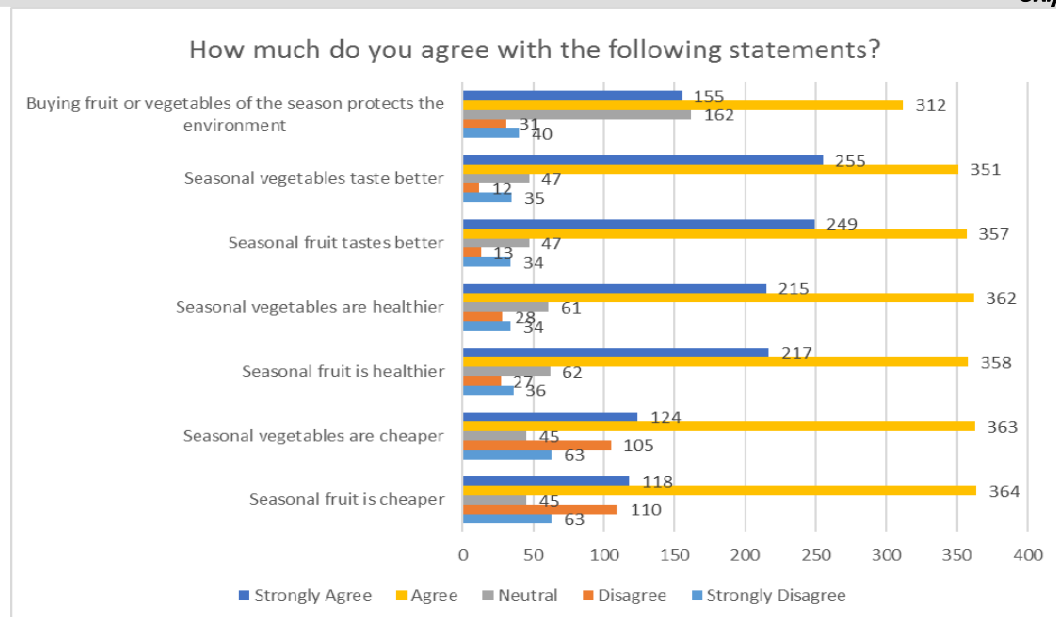
Ready-made meals have a bad reputation in terms of health, but candies and sweets appear to be largely tolerated. About 25% think fast-food is not bad for one's health.

Healthy products are perceived as too expensive especially for those with low income and those living in big cities.

Home-made meals are better appreciated by people of higher SES.

Question 31: How much do you agree with the following statements?

How much do you agree with the following statements?							
Answer Options	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Rating Average	Response Count
Seasonal fruit is cheaper	63	110	45	364	118	3,52	700
Seasonal vegetables are cheaper	63	105	45	363	124	3,54	700
Seasonal fruit is healthier	36	27	62	358	217	3,99	700
Seasonal vegetables are healthier	34	28	61	362	215	3,99	700
Seasonal fruit tastes better	34	13	47	357	249	4,11	700
Seasonal vegetables taste better	35	12	47	351	255	4,11	700
Buying fruit or vegetables of the season protects the environment	40	31	162	312	155	3,73	700
<i>answered question</i>							700
<i>skipped question</i>							0





ZERO MEASUREMENT SURVEY RESULTS

Answer Options	Education		income		place of living	
	Low	high	low	high	village	big city
Seasonal fruit is cheaper	3,49	3,69	3,73	3,67	3,53	3,66
Seasonal vegetables are cheaper	3,51	3,72	3,76	3,85	3,55	3,64
Seasonal fruit is healthier	3,95	4,10	4,06	4,06	3,91	4,05
Seasonal vegetables are healthier	3,95	4,16	4,08	4,15	3,92	4,05
Seasonal fruit tastes better	4,06	4,26	4,21	4,33	4,09	4,15
Seasonal vegetables taste better	4,08	4,23	4,24	4,27	4,16	4,11
Buying fruit or vegetables of the season protects the environment	3,65	3,96	3,88	3,82	3,81	3,65

Seasonal food is mostly appreciated for its better taste and its health benefits. Lower price comes third in the ratings and environmental concerns seem to be considered less relevant.

The better educated people are, the more they agree that seasonal ingredients are cheaper, healthier, have a better taste and contribute to protect the environment.

Conclusions

Although fresh fruit and vegetables are recognised as healthy, the fruit and vegetables expenses of 65 y. + are among the lowest of the 4 regions and the 3 target groups. Although the price is extremely important in terms of purchasing capacities, taste matters to people in relation to fresh fruit and vegetables.



1.2.5. Food choice

Question 32: It is important to me that the food I eat on a typical day...

It is important to me that the food I eat on a typical day...							
Answer Options	Unimportant	Low Importance	Neutral	Important	Very Important	Rating Average	Response Count
Contains a lot of vitamins and minerals	20	12	29	441	198	4,12	700
Is low in calories	45	55	159	356	85	3,54	700
Is nutritious	36	4	41	436	183	4,04	700
Is low in fat	47	71	128	338	116	3,58	700
Keeps me healthy	31	13	59	397	200	4,03	700
Is high in protein	35	45	190	339	91	3,58	700
Cheers me up	127	66	213	216	78	3,07	700
Looks nice	36	30	83	406	145	3,85	700
Helps me relax	137	68	242	203	50	2,94	700
Has pleasant texture	42	45	90	400	123	3,74	700
Smells nice	34	14	50	441	161	3,97	700
Tastes good	31	3	33	415	218	4,12	700
Is not expensive	36	9	31	350	274	4,17	700
Is easily available in shops	33	12	65	392	198	4,01	700
Is easy to prepare	35	20	89	365	191	3,94	700
<i>answered question</i>							700
<i>skipped question</i>							0



ZERO MEASUREMENT SURVEY RESULTS

Answer Options	Education		Income		place of living	
	Low	high	Low	high	village	big city
Contains a lot of vitamins and minerals	4,09	4,28	4,21	4,21	4,23	4,15
Is low in calories	3,50	3,76	3,59	3,55	3,49	3,50
Is nutritious	4,02	4,10	4,17	3,97	3,99	4,04
Is low in fat	3,57	3,67	3,66	3,58	3,53	3,59
Keeps me healthy	3,98	4,27	4,19	3,94	4,01	4,10
Is high in protein	3,53	3,81	3,71	3,42	3,58	3,62
Cheers me up	3,04	3,20	3,16	3,21	3,21	3,10
Looks nice	3,79	4,00	3,96	4,00	3,65	3,87
Helps me relax	2,90	3,11	2,99	2,94	2,99	2,97
Has pleasant texture	3,70	3,89	3,83	3,88	3,54	3,74
Smells nice	3,96	4,04	4,07	4,03	3,82	3,94
Tastes good	4,09	4,27	4,22	4,21	4,03	4,11
Is not expensive	4,16	4,18	4,34	4,21	4,08	4,18
Is easily available in shops	4,01	4,07	4,18	4,12	4,11	4,04
Is easy to prepare	3,95	3,89	4,13	3,97	4,00	3,90

Benefits usually attributed to “good” food e.g. high vitamin and protein content, nutritional aspects or good for health obtain the highest scores, together with good taste.

The most important determinant is claimed to be the price which ranks in 1st place.

Low fat content and low calories are considered less relevant, which might be linked to traditional cooking which is high in fat and calories.

All major issues related to health e.g. protein, vitamin, minerals, low fat content obtained better scores among better educated people.

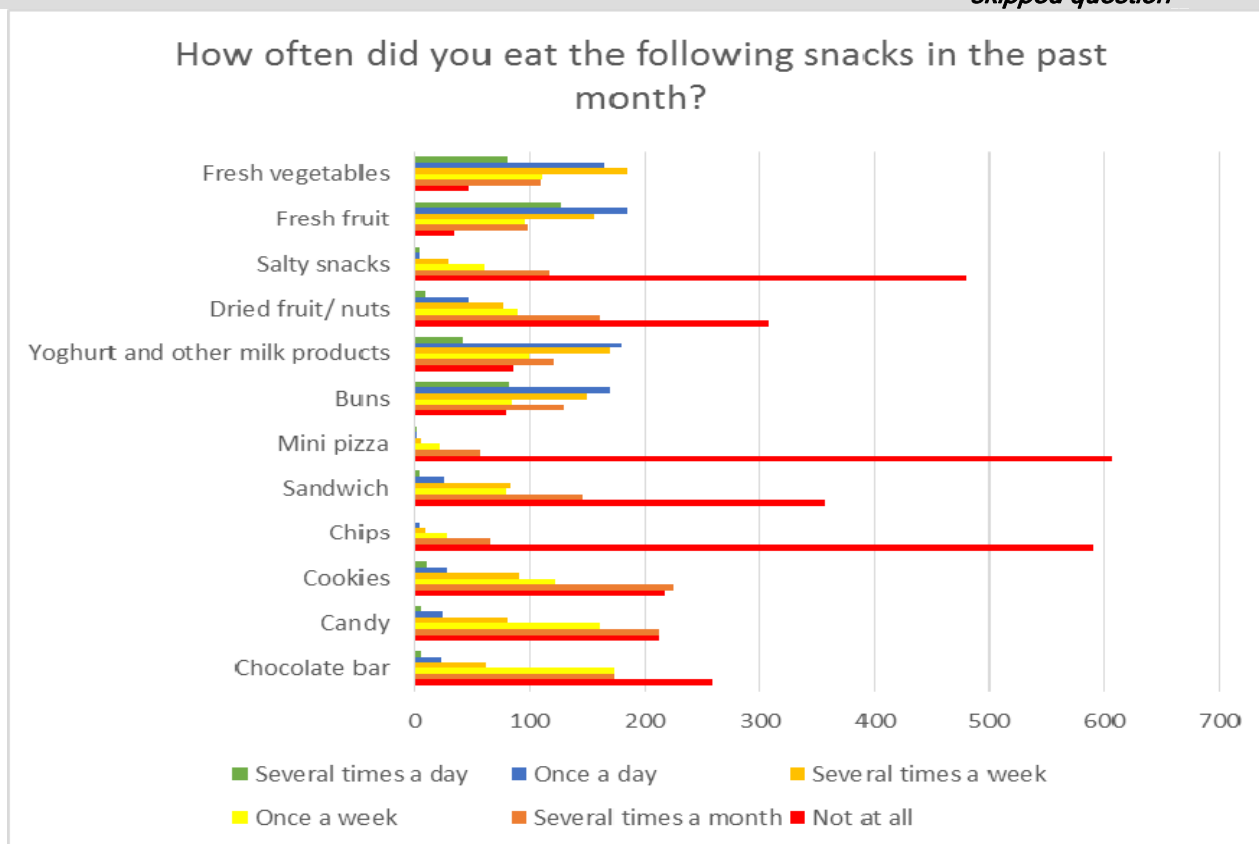


ZERO MEASUREMENT SURVEY RESULTS

Question 33: How often did you eat the following snacks in the past month? A snack is a small portion of food generally eaten between meals.

How often did you eat the following snacks in the past month? A snack is a small portion of food generally eaten between meals.

Answer Options	Not at all	Several times a month	Once a week	Several times a week	Once a day	Several times a day	Rating Average	Response Count
Chocolate bar	259	173	173	63	24	6	2,19	698
Candy	212	212	162	81	25	6	2,30	698
Cookies	217	225	122	91	29	11	2,31	695
Chips	591	65	28	9	5	0	1,24	698
Sandwich	357	147	79	83	26	5	1,98	697
Mini pizza	607	58	22	6	2	2	1,20	697
Buns	79	130	84	150	170	82	3,64	695
Yoghurt and other milk products	86	121	99	170	180	43	3,52	699
Dried fruit/ nuts	307	162	90	77	48	10	2,17	694
Salty snacks	480	117	61	30	4	4	1,52	696
Fresh fruit	35	98	96	157	184	128	4,06	698
Fresh vegetables	47	110	111	185	166	80	3,79	699
<i>answered question</i>								700
<i>skipped question</i>								0





ZERO MEASUREMENT SURVEY RESULTS

Answer Options	Education		income		place of living	
	Low	high	low	high	village	big city
Chocolate bar	2,17	2,31	2,08	2,30	2,21	2,02
Candy	2,29	2,43	2,16	2,67	2,42	2,18
Cookies	2,38	2,31	2,24	2,52	2,38	2,24
Chips	1,25	1,25	1,28	1,21	1,41	1,12
Sandwich	1,97	2,14	1,90	2,18	1,72	1,91
Mini pizza	1,20	1,24	1,26	1,15	1,16	1,17
Buns	3,63	3,73	3,48	3,64	3,31	3,69
Yoghurt and other milk products	3,55	3,44	3,48	3,64	3,66	3,46
Dried fruit/ nuts	2,07	2,62	1,99	1,97	2,34	2,19
Salty snacks	1,58	1,46	1,54	1,24	1,71	1,30
Fresh fruit	4,05	4,15	4,10	4,03	4,28	4,00
Fresh vegetables	3,84	3,76	3,87	3,58	4,08	3,67

Question 34:What is your favourite snack?

Answer Options	Education		Income		place of living	
	Low	high	Low	High	village	big city
Chocolate bar	6,33	6,13	6,65	5,61	7,29	6,08
Candy	6,41	6,39	6,87	5,85	7,25	6,19
Cookies	5,88	6,28	6,06	6,55	6,09	6,15
Chips	9,05	9,79	8,95	10,55	8,75	9,34
Sandwich	6,98	6,87	6,99	7,06	7,26	7,05
Mini pizza	9,73	9,62	9,62	9,45	9,54	9,55
Buns	4,40	4,93	4,53	4,33	5,36	4,25
Yoghurt and other milk products	4,55	4,70	4,50	4,06	4,48	4,47
Dried fruit/ nuts	7,51	6,05	7,36	7,21	6,52	7,01
Salty snacks	9,70	10,09	9,79	9,67	8,98	10,43
Fresh fruit	3,25	3,12	2,94	3,21	2,79	3,27
Fresh vegetables	4,22	4,04	3,74	4,45	3,68	4,21

Chips, mini pizzas, salty snacks and to a certain extent candy, chocolate bars and cookies are least consumed. Remarkably enough, dried fruit/nuts, which are or should be known for their various benefits also obtained a very bad score.

Fresh fruit, buns and fresh vegetables are claimed to be the most consumed snacks, followed by yoghurt and other milk products. Nevertheless, fruit and vegetables are under-consumed. As for fruit, 19% of respondents eat them less than once a week, whereas as for vegetables the rate is 22.5%.



Whereas sandwiches are quite widely appreciated in Poland, they are much less in Hungary, in favour of buns.

People with a higher SES tend to eat chocolate, cookies, yoghurt and other milk products and dried fruit more often. But SES has no significant influence on fruit and vegetables consumption. In general, better educated people living in big cities seem to eat less “bad” food.

People living in rural areas have a more pronounced preference for fresh fruit and vegetables.

Conclusions

Health benefits are the main issue for the 65 + target group. However, availability, personal taste or price are predominant determinants when it comes to motivating food purchase and choice.

Although fruit and vegetables are claimed to be too expensive, they are the most preferred and consumed snacks.



1.2.6. Eating habits

Question 35: Who most often prepares the main meal in your household?

Who most often prepares the main meal in your household?		
Answer Options	Response Percent	Response Count
You	62,6%	438
Partner	12,6%	88
Both	6,0%	42
Parents	0,9%	6
Grandparents	0,4%	3
Other	17,6%	123
<i>answered question</i>		700
<i>skipped question</i>		0

In more than 60% of concerned households, the people collecting the fruit and vegetables parcels (predominantly women), most often do the cooking. 17.6% respondents declared that “others” prepare their main meal.

Question 36: How often do you eat outside your home?

How often do you eat outside your home?							
Answer Options	Less than once a month	Several times a month	Once a week	Several times a week	Daily	Rating Average	Response Count
Fast food restaurant	694	1	3	1	1	1,02	700
Small local restaurant (casual dining)	672	18	3	3	4	1,07	700
More formal restaurant	693	4	3	0	0	1,01	700
Canteen (at work/school)	651	7	3	16	23	1,22	700
<i>answered question</i>							700
<i>skipped question</i>							0



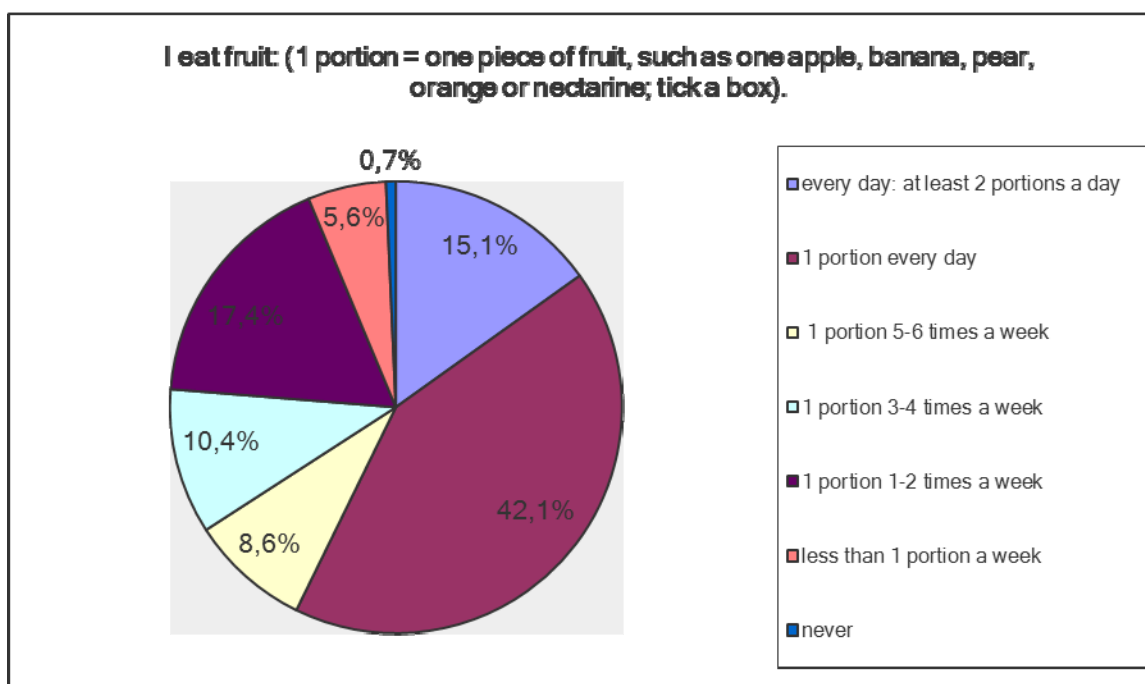
ZERO MEASUREMENT SURVEY RESULTS

Answer Options	Education		income		place of living	
	Low	high	low	high	Village	big city
Fast food restaurant	1,01	1,07	1,03	1,03	1,02	1,03
Small local restaurant (casual dining)	1,05	1,16	1,06	1,06	1,05	1,08
More formal restaurant	1,01	1,06	1,02	1,06	1,01	1,03
Canteen (at work/school)	1,19	1,40	1,17	1,24	1,11	1,21

Contrary to results from Poland, nearly all participants in Hungary eat exclusively at home. People with higher education levels eat more often in canteens or at workplace/school.

Question 38: I eat fruit: (1 portion = one piece of fruit, such as one apple, banana, pear, orange or nectarine; tick a box).

I eat fruit: (1 portion = one piece of fruit, such as one apple, banana, pear, orange or nectarine; tick a box).		
Answer Options	Response Percent	Response Count
every day: at least 2 portions a day	15,1%	106
1 portion every day	42,1%	295
1 portion 5-6 times a week	8,6%	60
1 portion 3-4 times a week	10,4%	73
1 portion 1-2 times a week	17,4%	122
less than 1 portion a week	5,6%	39
never	0,7%	5
	<i>answered question</i>	700
	<i>skipped question</i>	0



Answer Options	Education		income		place of living	
	Low	high	low	high	village	big city
every day: at least 2 portions a day	13,4%	23,4%	14,6%	15,2%	17,1%	13,4%
1 portion every day	43,5%	34,0%	38,4%	54,5%	58,1%	41,4%
1 portion 5-6 times a week	7,5%	12,8%	6,6%	6,1%	3,4%	12,3%
1 portion 3-4 times a week	10,7%	8,5%	8,1%	12,1%	2,6%	13,0%
1 portion 1-2 times a week	19,2%	12,8%	19,7%	9,1%	16,2%	12,6%
less than 1 portion a week	5,2%	7,4%	11,6%	3,0%	1,7%	6,5%
never	0,6%	1,1%	1,0%	0,0%	0,9%	0,8%

57.2% of the respondents declared to eat at least one fruit on a daily basis, but 6.3% never eats fruit or less than once a week.

More people with higher SES eat a fruit per day.

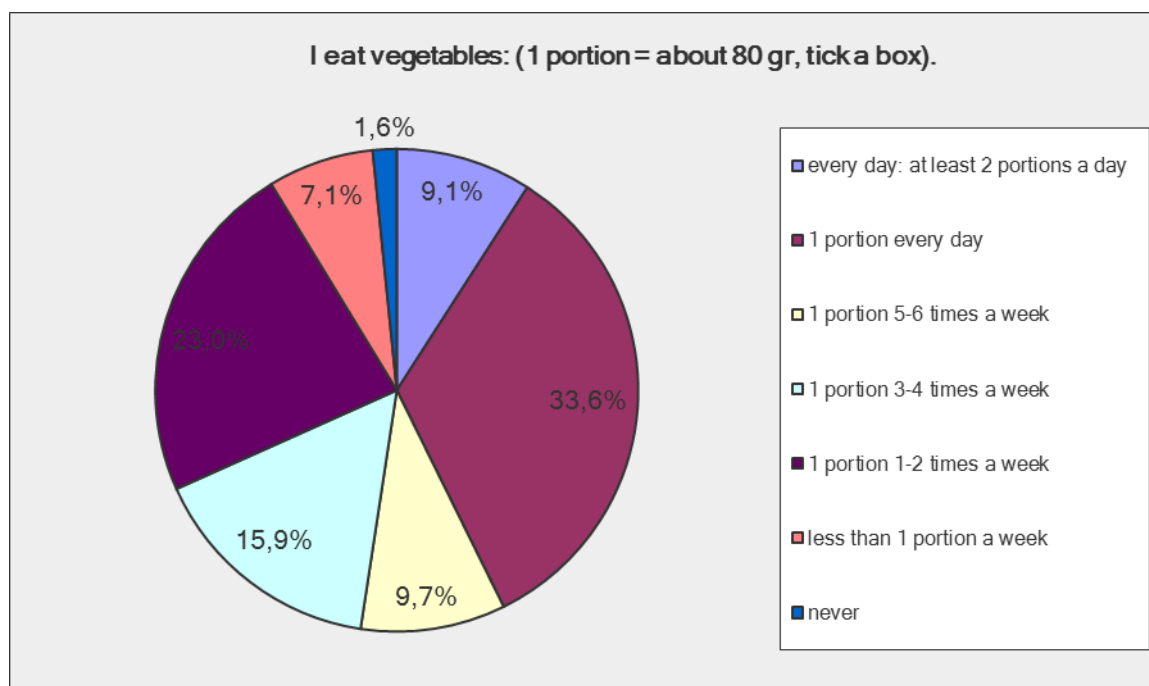
Living in rural areas seems to improve the situation.



ZERO MEASUREMENT SURVEY RESULTS

Question 39: I eat vegetables: (1 portion = about 80 gr., tick a box).

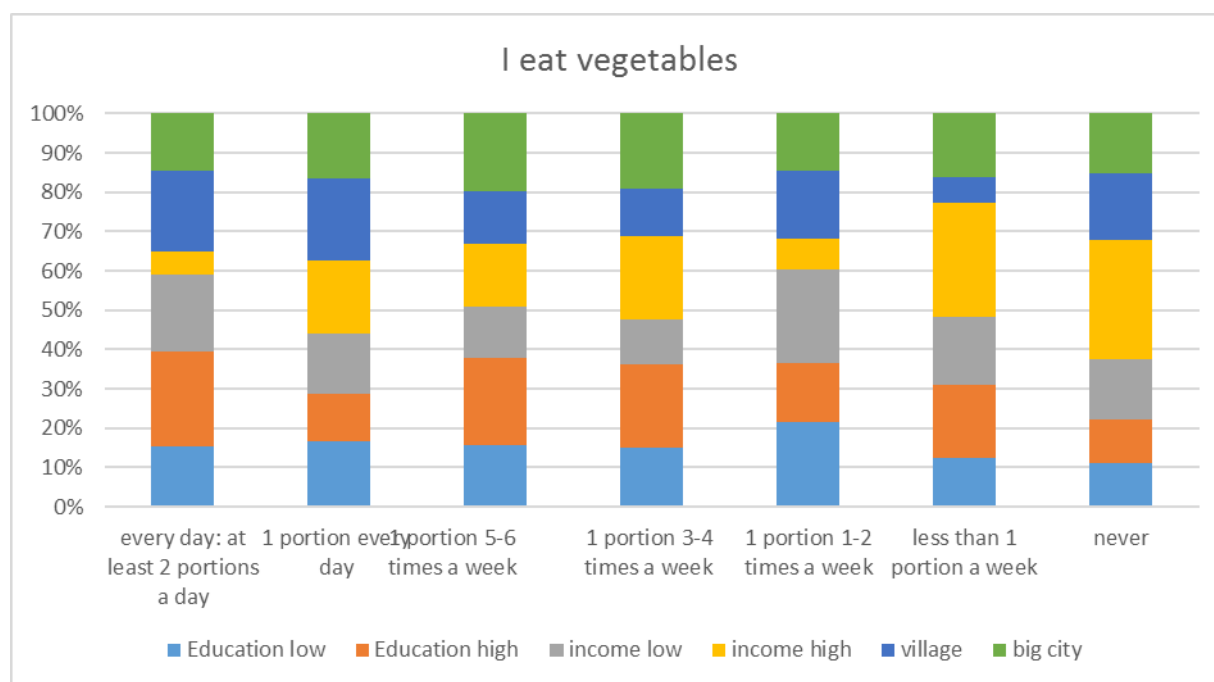
I eat vegetables: (1 portion = about 80 gr, tick a box).		
Answer Options	Response Percent	Response Count
every day: at least 2 portions a day	9,1%	64
1 portion every day	33,6%	235
1 portion 5-6 times a week	9,7%	68
1 portion 3-4 times a week	15,9%	111
1 portion 1-2 times a week	23,0%	161
less than 1 portion a week	7,1%	50
never	1,6%	11
answered question		700
skipped question		0





ZERO MEASUREMENT SURVEY RESULTS

Answer Options	Education		income		place of living	
	Low	high	low	high	village	big city
every day: at least 2 portions a day	8,2%	12,8%	10,6%	3,0%	11,1%	7,7%
1 portion every day	35,2%	25,5%	32,3%	39,4%	44,4%	34,9%
1 portion 5-6 times a week	9,0%	12,8%	7,6%	9,1%	7,7%	11,5%
1 portion 3-4 times a week	14,9%	21,3%	11,6%	21,2%	12,0%	19,2%
1 portion 1-2 times a week	24,9%	17,0%	27,3%	9,1%	19,7%	16,9%
less than 1 portion a week	6,5%	9,6%	9,1%	15,2%	3,4%	8,4%
never	1,1%	1,1%	1,5%	3,0%	1,7%	1,5%



The frequency of vegetables consumption is slightly different than that of fruit. +/- 15% fewer respondents eat a portion of vegetables per day.

8.7% eat a portion of vegetables less than twice a week.



ZERO MEASUREMENT SURVEY RESULTS

Question 40-43: How often do you eat fruit and vegetables during which season?

How often do you eat fruit and vegetables during the following seasons? SUMMER								
Answer Options	Not at all	Several times a month	Once a week	Several times a week	Once a day	Several times a day	Rating Average	Response Count
Fresh fruit	21	47	60	182	216	174	4,50	700
Canned fruit	514	99	55	19	11	2	1,46	700
Frozen fruit	561	81	37	16	3	2	1,32	700
Raw vegetables	94	79	90	184	152	101	3,75	700
Canned vegetables	534	96	39	20	10	1	1,40	700
Frozen vegetables	474	136	64	17	6	3	1,51	700
<i>answered question</i>								700
<i>skipped question</i>								0

How often do you eat fruit and vegetables during the following seasons? AUTUMN								
Answer Options	Not at all	Several times a month	Once a week	Several times a week	Once a day	Several times a day	Rating Average	Response Count
Fresh fruit	26	70	100	150	215	139	4,25	700
Canned fruit	450	148	56	33	12	1	1,59	700
Frozen fruit	502	120	51	17	9	1	1,45	700
Raw vegetables	115	102	117	158	131	77	3,46	700
Canned vegetables	490	130	44	25	10	1	1,48	700
Frozen vegetables	410	184	67	25	11	3	1,65	700
<i>answered question</i>								700
<i>skipped question</i>								0

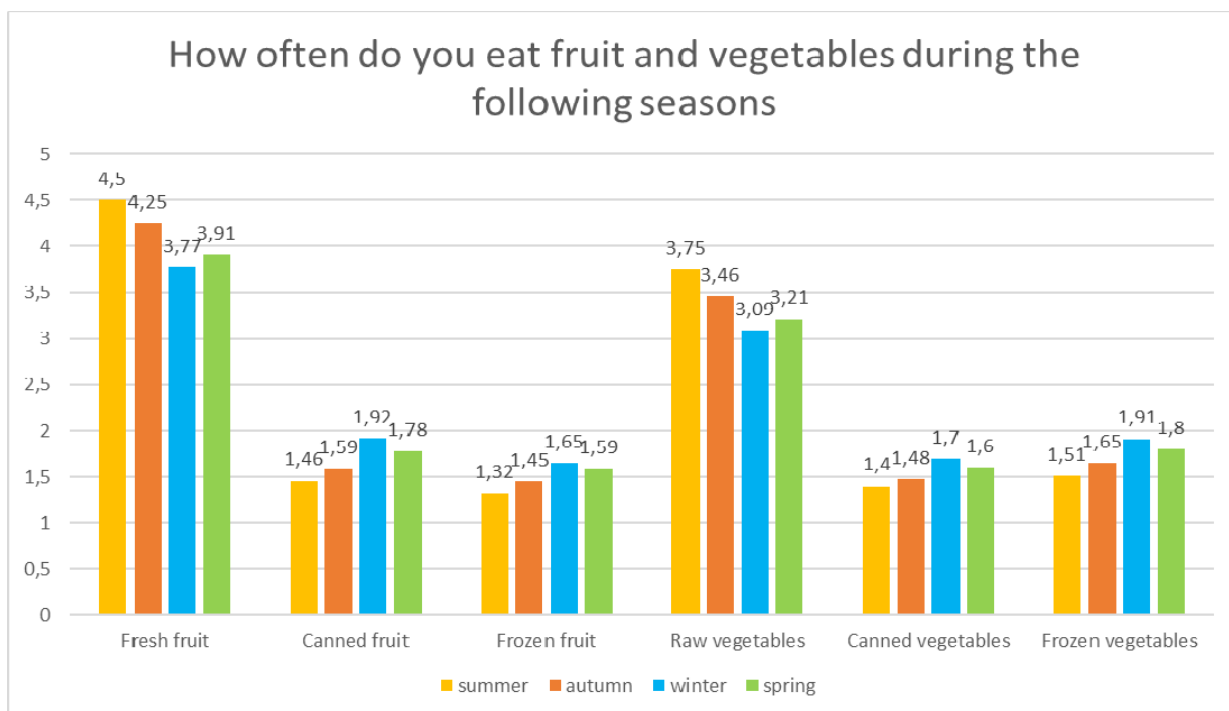
How often do you eat fruit and vegetables during the following seasons? WINTER								
Answer Options	Not at all	Several times a month	Once a week	Several times a week	Once a day	Several times a day	Rating Average	Response Count
Fresh fruit	57	110	136	118	194	85	3,77	700
Canned fruit	348	171	99	61	16	5	1,92	700
Frozen fruit	421	160	77	29	9	4	1,65	700
Raw vegetables	140	147	143	105	113	52	3,09	700
Canned vegetables	412	164	69	38	13	4	1,70	700
Frozen vegetables	312	227	99	43	14	5	1,91	700
<i>answered question</i>								700
<i>skipped question</i>								0



ZERO MEASUREMENT SURVEY RESULTS

How often do you eat fruit and vegetables during the following seasons? SPRING

Answer Options	Not at all	Several times a month	Once a week	Several times a week	Once a day	Several times a day	Rating Average	Response Count
Fresh fruit	46	83	147	140	178	106	3,91	700
Canned fruit	388	154	95	49	12	2	1,78	700
Frozen fruit	449	140	72	31	4	4	1,59	700
Raw vegetables	140	125	115	143	120	57	3,21	700
Canned vegetables	448	141	67	31	10	3	1,60	700
Frozen vegetables	353	204	95	34	9	5	1,80	700
<i>answered question</i>								700
<i>skipped question</i>								0



Just like pregnant women, older people prefer to eat during:

Summer: fresh fruit and vegetables (at least once a day).

Autumn: fresh fruit and vegetables, but rather less frequently (several times a week).

Winter and spring: domination of consumption of fresh fruit and vegetables, but with increased consumption of frozen and canned ingredients.



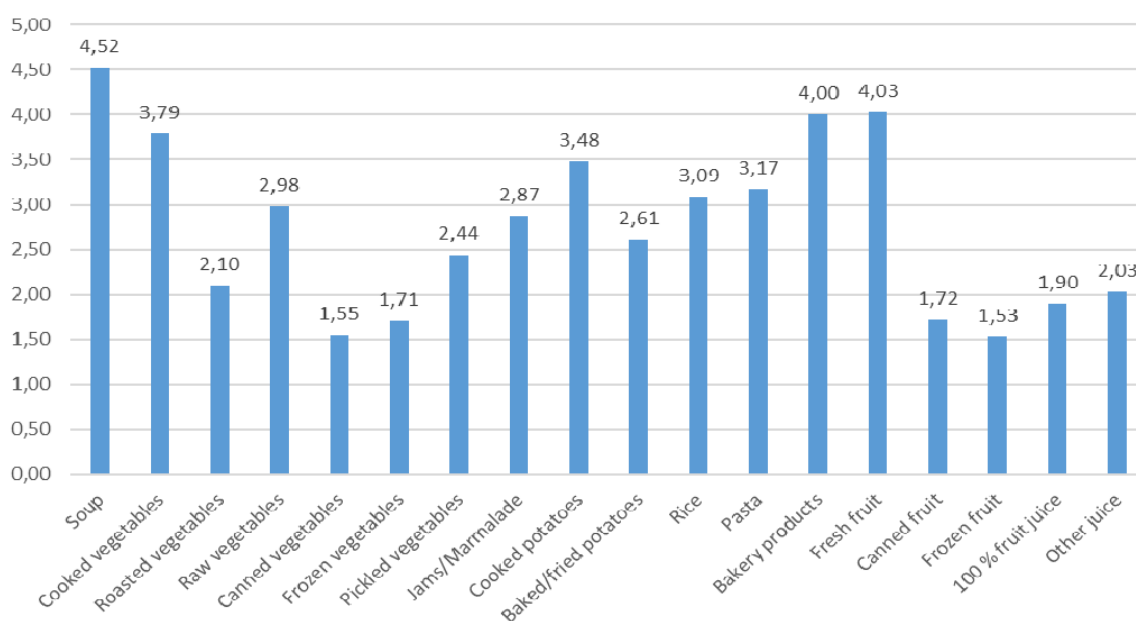
ZERO MEASUREMENT SURVEY RESULTS

Question 44: How often did you eat the following food items in the past month?

How often did you eat the following food items in the past month?

Answer Options	Not at all	Several times a month	Once a week	Several times a week	Once a day	Several times a day	Rating Average	Response Count
Soup	25	29	27	129	459	31	4,52	700
Cooked vegetables	36	69	113	285	183	14	3,79	700
Roasted vegetables	327	137	118	81	33	4	2,10	700
Raw vegetables	149	133	144	148	109	17	2,98	700
Canned vegetables	445	163	61	24	6	1	1,55	700
Frozen vegetables	365	217	81	30	5	2	1,71	700
Pickled vegetables	202	201	125	140	24	8	2,44	700
Jams/Marmalade	94	197	188	160	50	11	2,87	700
Cooked potatoes	37	96	143	351	64	9	3,48	700
Baked/fried potatoes	135	215	180	137	27	6	2,61	700
Rice	47	152	238	223	34	6	3,09	700
Pasta	44	134	233	247	34	8	3,17	700
Bakery products	48	92	79	162	230	89	4,00	700
Fresh fruit	42	75	110	154	233	86	4,03	700
Canned fruit	409	153	82	39	14	3	1,72	700
Frozen fruit	460	152	52	30	4	2	1,53	700
100% fruit juice	390	160	56	36	41	17	1,90	700
Other juice	327	202	59	59	40	13	2,03	700
<i>answered question</i>								700
<i>skipped question</i>								0

How often did you eat the following food items in the past month?





ZERO MEASUREMENT SURVEY RESULTS

Answer Options	Education		income		place of living	
	Low	high	low	high	village	big city
Soup	4,53	4,54	4,55	4,67	4,68	4,34
Cooked vegetables	3,80	3,81	3,76	4,00	3,93	3,72
Roasted vegetables	2,07	2,29	2,06	2,21	2,29	2,18
Raw vegetables	2,97	2,98	2,82	2,76	3,22	2,97
Canned vegetables	1,57	1,57	1,54	1,30	1,50	1,61
Frozen vegetables	1,71	1,88	1,69	2,03	1,56	1,79
Pickled vegetables	2,42	2,62	2,40	2,39	2,62	2,32
Jams/Marmalade	2,86	2,98	2,86	2,94	3,12	2,64
Cooked potatoes	3,52	3,44	3,54	3,64	3,67	3,38
Baked/fried potatoes	2,63	2,56	2,70	2,73	3,01	2,50
Rice	3,12	2,98	3,15	3,00	3,15	3,03
Pasta	3,19	3,04	3,21	3,21	3,26	3,09
Bakery products	4,00	3,98	3,88	4,21	3,62	4,09
Fresh fruit	3,99	4,14	3,96	4,27	4,15	3,98
Canned fruit	1,71	1,86	1,69	1,45	1,56	1,71
Frozen fruit	1,53	1,65	1,47	1,61	1,45	1,57
100% fruit juice	1,89	2,06	1,85	2,00	2,22	1,85
Other juice	2,10	2,00	2,08	1,79	2,44	1,91

During the last month preceding the survey, which coincides with winter months, the most consumed product on a daily basis were soup, followed by fresh fruit, bakery products and cooked vegetables and cooked potatoes. Roasted, canned, pickled and frozen fruit and vegetables were less consumed.

Conclusions

The consumption of fruit and vegetables among 65 + in Hungary is low, but higher than in Poland. Fruit are preferred to vegetables and thus are more consumed.

People seem to have difficulties to translate the recommended daily intake of fruit and vegetables into the tangible quantities they actually eat.



1.2.7. Cooking habits

Question 45: How often do you cook yourself?

How often do you cook yourself?		
Answer Options	Response Percent	Response Count
Everyday	28,3%	198
3-5 times a week	25,7%	180
1-2 times a week	29,6%	207
Twice a month	2,3%	16
Once a month	1,7%	12
Less than once a month	2,6%	18
Never	9,9%	69
<i>answered question</i>		700
<i>skipped question</i>		0

Answer Options	Education		income		place of living	
	Low	high	low	high	Village	big city
Everyday	28,7%	28,7%	24,7%	18,2%	37,6%	24,1%
3-5 times a week	23,8%	30,9%	25,8%	36,4%	23,1%	35,2%
1-2 times a week	31,0%	22,3%	34,8%	15,2%	29,1%	24,1%
Twice a month	2,3%	3,2%	1,5%	3,0%	0,9%	2,3%
Once a month	1,5%	1,1%	1,5%	0,0%	0,9%	2,3%
Less than once a month	2,9%	3,2%	2,5%	0,0%	1,7%	2,3%
Never	9,8%	10,6%	9,1%	27,3%	6,8%	9,6%

54% of the respondents declared to cook every day or nearly every day, much fewer than in families with pregnant women or infants. 29.6% cook only 1 or 2 times a week, the rest cooks very rarely to never.

Older people most frequently cook daily in rural areas.

People of higher education level and higher income, living in big cities usually cook 3-5 times a week.

Nearly one third of people with high income declared never to cook.

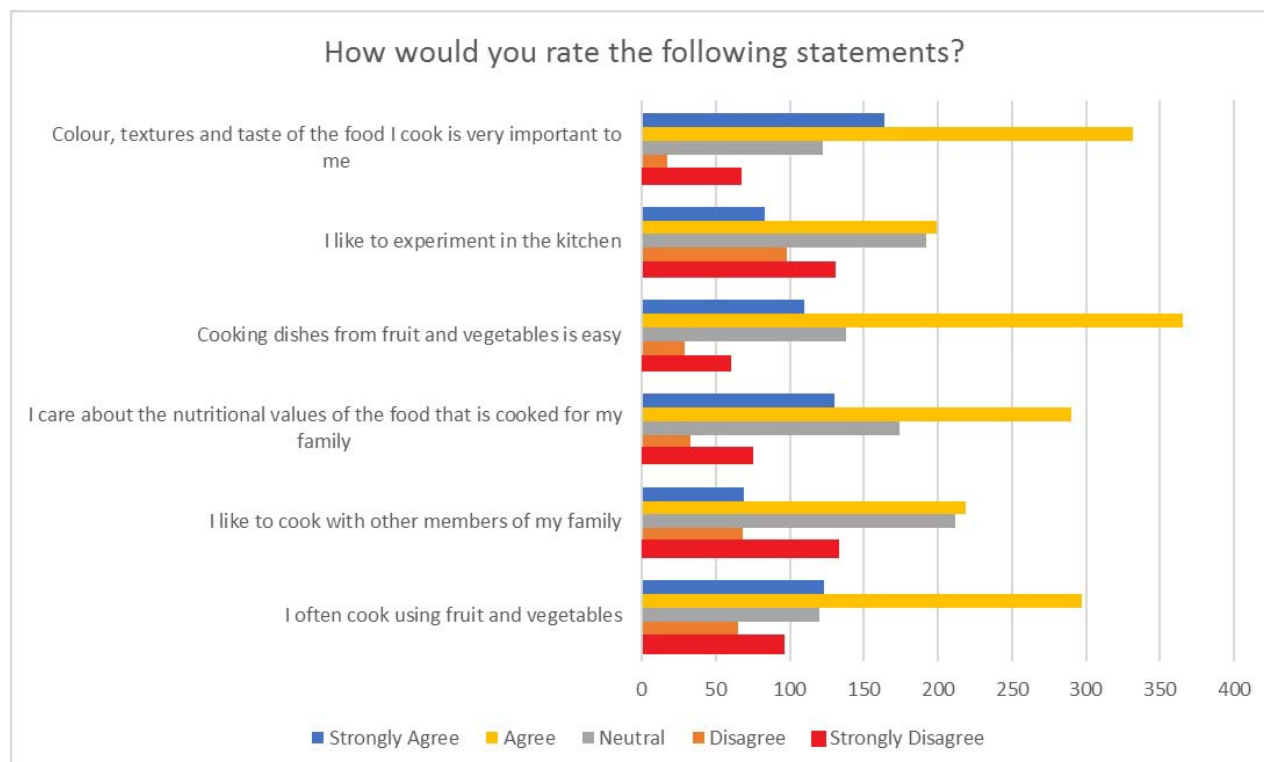


Question 46: What is your attitude towards cooking? More than one answer possible

What is your attitude towards cooking? More than one answer possible.		
Answer Options	Response Percent	Response Count
I like cooking	50,0%	350
I don't mind cooking	33,9%	237
I cook, but actually I don't like it	13,7%	96
I would like to learn how to cook	0,4%	3
I don't have time to cook	1,3%	9
I don't like cooking and I don't do this	9,9%	69
<i>answered question</i>		700
<i>skipped question</i>		0

Cooking seems to be appreciated by a majority of respondents that declared to like cooking, not to mind or would like to learn how to cook. 23.6% of respondents don't like it, which is almost every 4th person.

Question 47: How would you rate the following statements?





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More than 70% of the older people asked, consider the colour, texture and taste of their food as most important. Almost as many think fruit and vegetables are easy to cook, but only 60 % care enough about the nutritional value of their meals to actually do it.

Question 48: Do the dishes that are prepared at home in your family (by any of the members of your family) contain in your opinion enough fruit and vegetables?

Do the dishes that are prepared at home in your family (by any of the members of your family) contain in your opinion enough fruit and vegetables?

Answer Options	Response Percent	Response Count
Yes	68,0%	476
No	32,0%	224
<i>answered question</i>		700
<i>skipped question</i>		0

Answer Options	Education		income		place of living	
	Low	high	low	high	village	big city
Yes	70,9%	59,6%	60,6%	57,6%	82,1%	58,6%
No	29,1%	40,4%	39,4%	42,4%	17,9%	41,4%

A vast majority of older people are convinced that they eat enough fruit and vegetables, but the better educated people with higher income as well as those living in big cities are less convinced.

Question 49: Why do you or other members of your family use fruit and vegetables in the kitchen? More than one answer possible.

Why do you or other members of your family use fruit and vegetables in the kitchen? More than one answer possible.

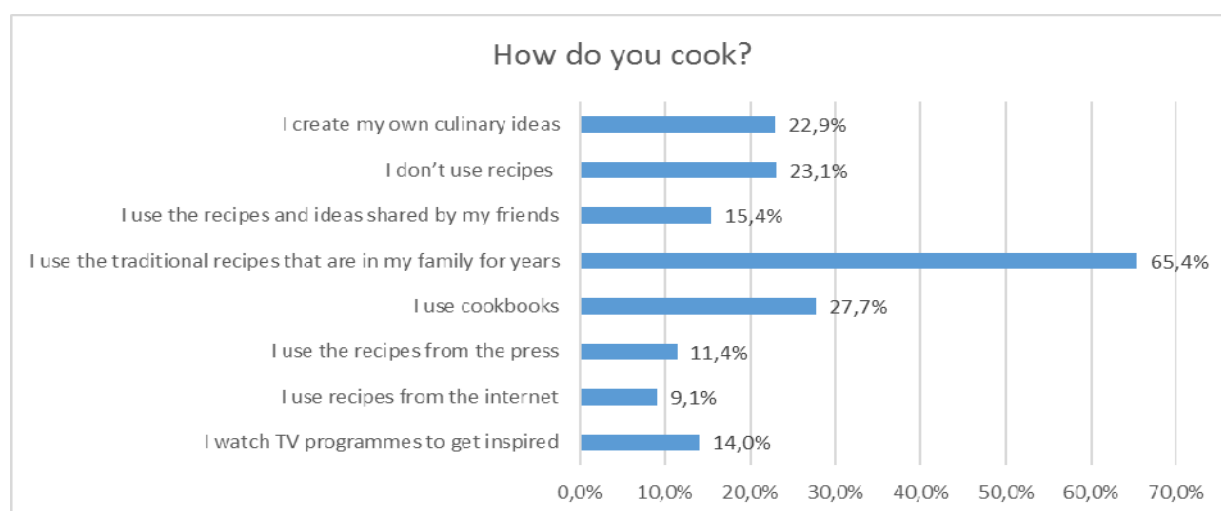
Answer Options	Response Percent	Response Count
Because they are tasty	57,7%	404
Because they are healthy	80,1%	561
Because they give a lot of possibilities	31,6%	221
Because it is easy to prepare dishes with fruit and vegetables	17,6%	123
We don't use fruit and vegetables during cooking	2,0%	14
<i>answered question</i>		700
<i>skipped question</i>		0

The main reasons why fruit and vegetables are included in meals are their health benefits and taste.



Question 50: How do you cook? More than one answer possible.

How do you cook? More than one answer possible.		
Answer Options	Response Percent	Response Count
I watch TV programmes to get inspired	14,0%	98
I use recipes from the internet	9,1%	64
I use the recipes from the press	11,4%	80
I use cookbooks	27,7%	194
I use the traditional recipes that are in my family for years	65,4%	458
I use the recipes and ideas shared by my friends	15,4%	108
I don't use recipes	23,1%	162
I create my own culinary ideas	22,9%	160
<i>answered question</i>		700
<i>skipped question</i>		0



Older people most frequently use traditional recipes passed down in their family. They also rely on cookbooks for inspiration. More than every 5th creates his/her own culinary delights.

On the other hand, older people are less keen to look for recipes on the internet, on TV programmes or in papers.

Conclusions

Older people are less open to new ways, there seems to be less opportunity to influence the way they prepare their meals by diversifying their recipes. To fruit and vegetables they attribute health benefits and good taste, but their widespread belief that they already consume enough might make it even harder to convince them to eat more.



1.3. CHILDREN

1.3.1. Introduction

Country: Hungary

Target group: families with children 10-15 years old

Number of responses (questionnaires): 244

23,4% of the respondents live in North Hungary (57) and 76,6% in North Great Hungarian Plain (187).

59,8% of respondents were girls.

The households and families concerned by this questionnaire are families with at least one child aged 10-15 that took part in the pilot project. Although the questionnaire addressed children, parents were asked to help their children to answer the questions, especially those concerning socio-economic status. However, many questionnaires have been completed by the parents themselves distorting the overall results in this target group. Hence, those data sets were excluded from the analysis.



1.3.2. Basic information about respondents

Question 9: Number of people in the household

Number of people in the household		
Answer Options	Response Percent	Response Count
1	0,0%	0
2	4,1%	10
3	13,9%	34
4	29,5%	72
5	38,5%	94
6	10,2%	25
7	2,5%	6
8	0,4%	1
9	0,4%	1
10	0,4%	1
more than 10	0,0%	0
<i>answered question</i>		244
<i>skipped question</i>		0

The households in this sample consists of 4.5 persons on average, which is much higher than the national averages (2.36) as reported by the **KSH (Hungarian Central Institute of Statistics, Office of Education)**



Question 16: Who do you live with?

Who do you live with?
(choose all of the valid answers)

Answer Options	Response Percent	Response Count
my children	0,0%	0
my parents	95,5%	239
my wife/husband	0,0%	0
my partner	0,0%	0
my grandparents	8,6%	21
other members of the family	28,7%	70
non relatives	0,4%	1
Single	0,0%	0
	<i>answered question</i>	244
	<i>skipped question</i>	0

Conclusions

. The 244 families represent a total number of 1099 people.

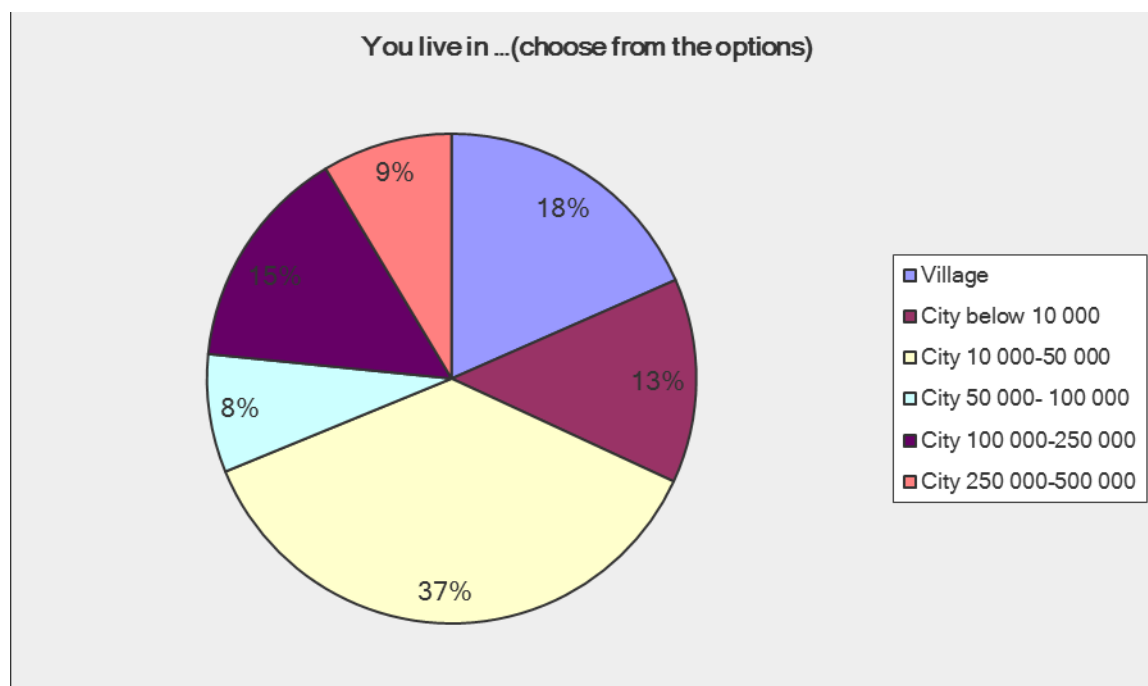
95,5% of the respondents live logically with their parents.



1.3.3. Socio-economic issues

Question 20: You live in:

You live in...(choose from the options)		
Answer Options	Response Percent	Response Count
Village	18,4%	45
City below 10 000	13,5%	33
City 10 000-50 000	36,9%	90
City 50 000- 100 000	7,8%	19
City 100 000-250 000	14,8%	36
City 250 000-500 000	8,6%	21
<i>answered question</i>		542
<i>skipped question</i>		0



The majority of the children participating in the project live in cities 10-50 000. 31,9% live in rural areas despite the fact that distribution points were located only in cities.



1.3.4. Shopping habits

Question 22: Who most often does the (food) shopping in your household?

Who most often does the (food) shopping in your household?		
Answer Options	Response Percent	Response Count
You	3,3%	8
Partner	0,0%	0
Both	0,4%	1
Parents	95,1%	232
Grandparents	3,3%	8
Other	1,6%	4
<i>answered question</i>		244
<i>skipped question</i>		0

Question 26: Do you have your own garden/field/fruit trees?

Do you have your own garden/field/fruit trees?		
Answer Options	Response Percent	Response Count
Yes	57,4%	140
No	42,6%	104
<i>answered question</i>		244
<i>skipped question</i>		0

Question 27: If yes, please try to specify how much fresh fruit/vegetables come from this source per day in your household (in grams)

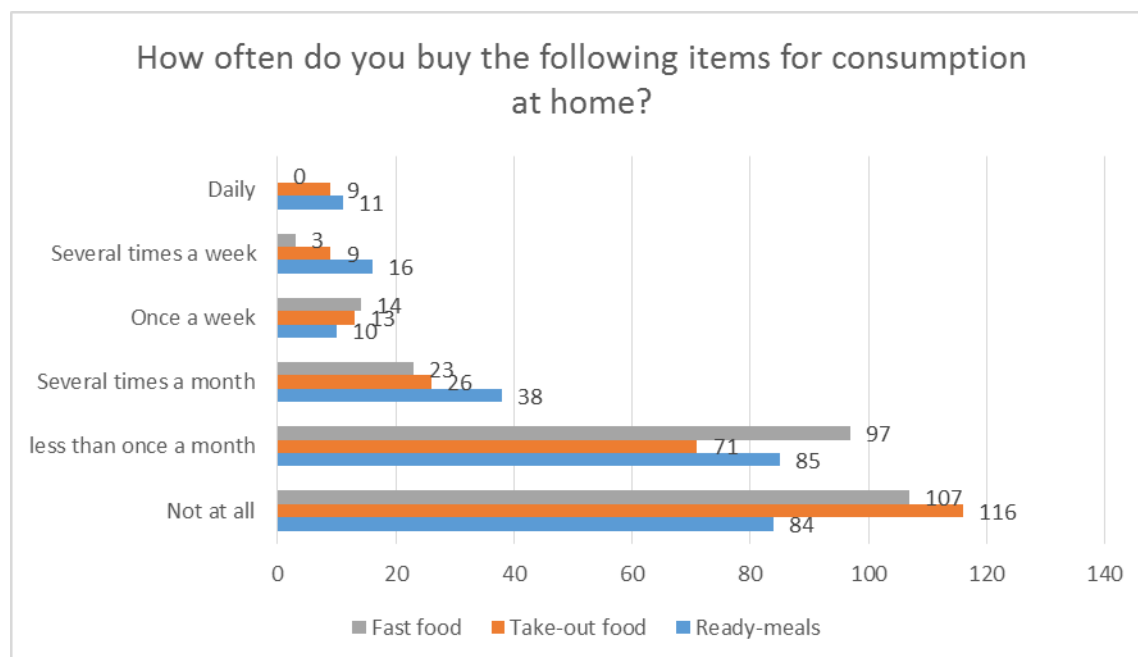
If yes, please try to specify how much fresh fruit/vegetables come from this source per day in your household (in grams)		
Answer Options	Response Percent	Response Count
100-500 g	58,0%	87
500-1000 g	26,0%	39
1000-2000 g	11,3%	17
2000-3000 g	3,3%	5
More than 3000 g	1,3%	2
<i>answered question</i>		150
<i>skipped question</i>		94



ZERO MEASUREMENT SURVEY RESULTS

Over half of the children's families grow their own fruit and vegetables. However, to provide the average 4.5 members of each household with sufficient fresh fruit and vegetables, their harvest should amount to more than 2 kg per day, which is only produces by 4.6% of respondents.

Question 28: How often do you buy the following items for consumption at home?



Although the consumption of pre-prepared meals is very low, it is slightly higher than among older people. Ready meals are, unlike for the two other target groups, the most consumed. However the scores remain low with less than 11% of respondents (1 child of 9) consuming pre-prepared food several times a week or daily. Fast-food is the least consumed.

Question 29: How do you rate the following statements? While buying food products:

How do you rate the following statements? While buying food products:							
Answer Options	Unimportant	Low Important	Neutral	Important	Very Important	Rating Average	Response Count
The price of fresh fruit is	11	23	44	113	53	3,71	244
The price of raw vegetables is	13	21	46	111	53	3,70	244
The origin of my food is	17	22	42	104	59	3,68	244
The season of fruit and vegetables is	11	26	63	106	38	3,55	244
<i>answered question</i>							244
<i>skipped question</i>							0

Seasonality is less important than price and origin of the food.



ZERO MEASUREMENT SURVEY RESULTS

Question 30: How much do you agree with the following statements?

How much do you agree with the following statements?							
Answer Options	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Rating Average	Response Count
Healthy food products are too expensive	12	35	37	109	51	3,62	244
Fast food is not bad for my health	53	87	61	23	20	2,47	244
Sweets once a day are good for me	20	46	65	84	29	3,23	244
Children can have a candy bar in school	16	52	47	95	34	3,32	244
Ready-made meals are as healthy as home-cooked food	69	100	55	15	5	2,13	244
<i>answered question</i>							244
<i>skipped question</i>							0

The highest scores are gained by the following affirmations:

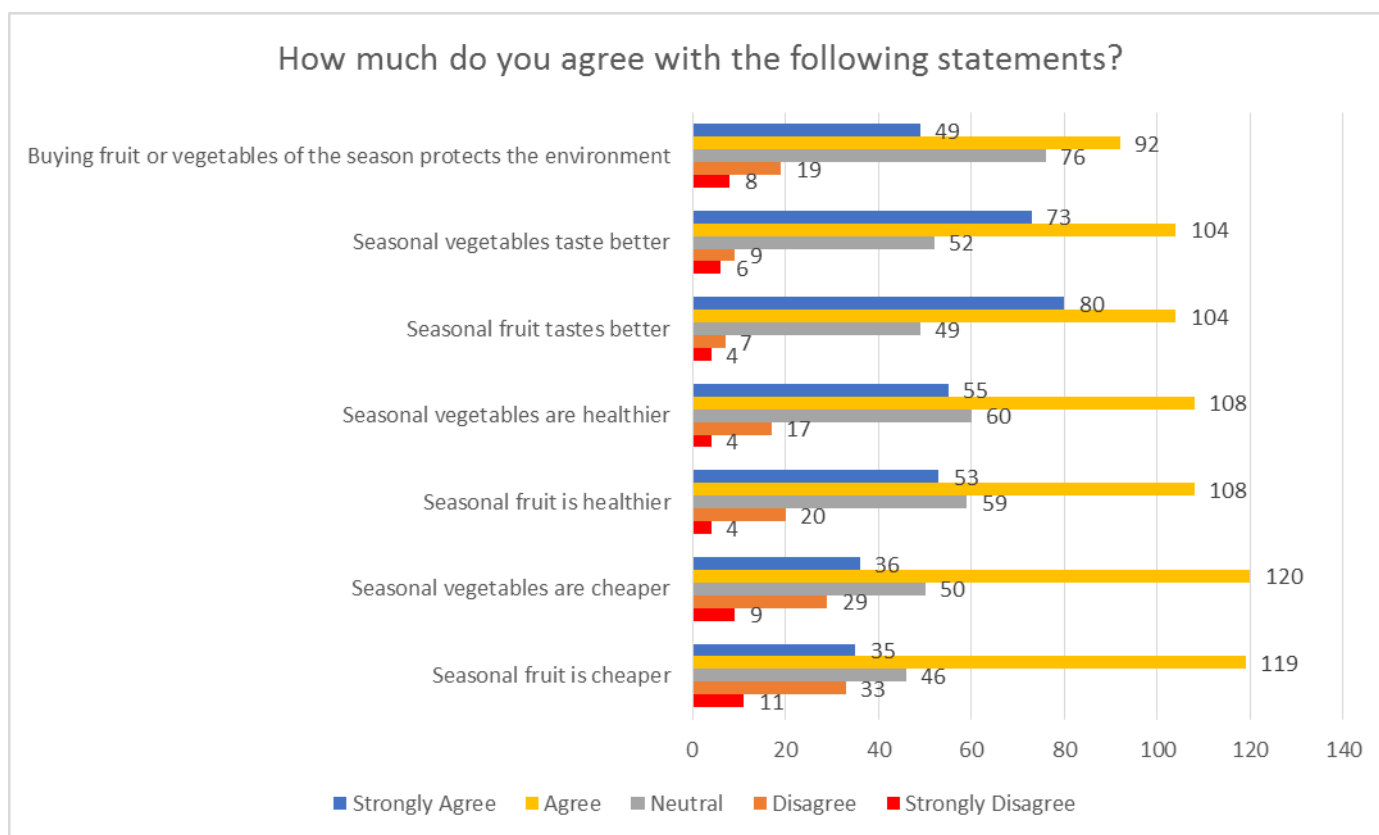
- People agree that healthy products are too expensive
- That children can have a candy bar in school (although more than a quarter of them disagree with this statement)

Question 31: How much do you agree with the following statement?

How much do you agree with the following statements?							
Answer Options	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Rating Average	Response Count
Seasonal fruit is cheaper	11	33	46	119	35	3,55	244
Seasonal vegetables are cheaper	9	29	50	120	36	3,59	244
Seasonal fruit is healthier	4	20	59	108	53	3,76	244
Seasonal vegetables are healthier	4	17	60	108	55	3,79	244
Seasonal fruit tastes better	4	7	49	104	80	4,02	244
Seasonal vegetables taste better	6	9	52	104	73	3,94	244
Buying fruit or vegetables of the season protects the environment	8	19	76	92	49	3,64	244
<i>answered question</i>							244
<i>skipped question</i>							0



ZERO MEASUREMENT SURVEY RESULTS



Seasonal food is mostly appreciated for its better taste followed by health benefits. Lower price comes fourth, behind environmental considerations.

Conclusions

Fresh fruit and vegetables are considered as being healthy, but they are only a minor part of the shopping basket. The price of fresh fruit and vegetables is the most determining factor as far as purchasing them is concerned.

Hungarian children eat very few ready-made meals and prefer home-cooked dishes, which they recognise as being healthier.



1.3.5. Food choice

Question 32: It is important to me t hat the food I eat on a typical day...

It is important to me that the food I eat on a typical day...							
Answer Options	Unimportant	Low Importance	Neutral	Important	Very Important	Rating Average	Response Count
Contains a lot of vitamins and minerals	2	8	43	125	66	4,00	244
Is low in calories	13	29	93	74	35	3,36	244
Is nutritious	1	2	37	132	72	4,11	244
Is low in fat	12	32	98	70	32	3,32	244
Keeps me healthy	2	10	49	112	71	3,98	244
Is high in protein	9	22	107	76	30	3,39	244
Cheers me up	23	32	86	69	34	3,24	244
Looks nice	4	19	45	135	41	3,78	244
Helps me relax	32	43	100	47	22	2,93	244
Has pleasant texture	9	21	74	109	31	3,54	244
Smells nice	1	6	43	143	51	3,97	244
Tastes good	0	2	18	145	79	4,23	244
Is not expensive	9	9	50	114	62	3,86	244
Is easily available in shops	1	9	44	139	51	3,94	244
Is easy to prepare	4	16	56	118	50	3,80	244
<i>answered question</i>							244
<i>skipped question</i>							0

Children 10-15 y. want their food to taste good and have the nutrients to keep them healthy.

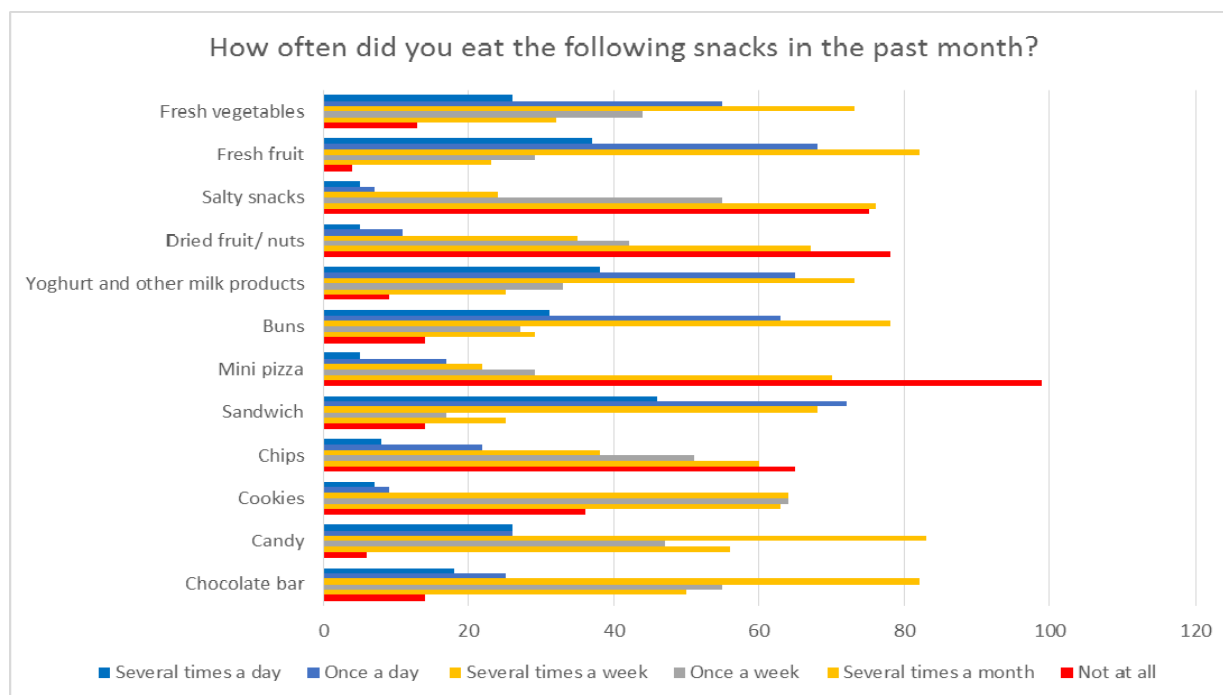
Price comes in 7th place after availability in the shops.



ZERO MEASUREMENT SURVEY RESULTS

Question 33: How often did you eat the following snacks in the past month? A snack is a small portion of food generally eaten between meals.

How often did you eat the following snacks in the past month? A snack is a small portion of food generally eaten between meals.								
Answer Options	Not at all	Several times a month	Once a week	Several times a week	Once a day	Several times a day	Rating Average	Response Count
Chocolate bar	14	50	55	82	25	18	3,44	244
Candy	6	56	47	83	26	26	3,59	244
Cookies	36	63	64	64	9	7	2,87	243
Chips	65	60	51	38	22	8	2,66	244
Sandwich	14	25	17	68	72	46	4,23	242
Mini pizza	99	70	29	22	17	5	2,19	242
Buns	14	29	27	78	63	31	3,99	242
Yoghurt and other milk products	9	25	33	73	65	38	4,13	243
Dried fruit/ nuts	78	67	42	35	11	5	2,37	238
Salty snacks	75	76	55	24	7	5	2,29	242
Fresh fruit	4	23	29	82	68	37	4,23	243
Fresh vegetables	13	32	44	73	55	26	3,84	243
<i>answered question</i>								244
<i>skipped question</i>								0





ZERO MEASUREMENT SURVEY RESULTS

Fresh fruit and sandwiches are the most consumed snacks, followed by yoghurt and other milk products.

Products usually considered as bad for one's health (and shape) like crisps, mini pizzas, salty snacks are the least consumed.

Nevertheless, fruit and vegetables remain under-consumed. More than 56% of the children do not eat fruit on a daily basis. 67% do not consume vegetables every day.

Question 34: What is your favourite snack? Rate from 1 to 12, where 1 is the highest note

What is your favourite snack? Rate from 1 to 12, where 1 is the highest note.														Rating Average	Response Count
Answer Options	1	2	3	4	5	6	7	8	9	10	11	12			
Chocolate bar	58	28	29	20	16	11	26	11	12	9	13	11	4,80	244	
Candy	24	35	27	21	18	19	16	28	16	15	12	13	5,66	244	
Cookies	7	10	18	24	22	28	24	36	38	22	10	5	6,73	244	
Chips	12	24	16	12	23	15	15	20	26	33	22	26	7,15	244	
Sandwich	15	13	26	34	29	26	30	21	26	12	8	4	5,84	244	
Mini pizza	7	4	7	12	18	23	23	20	19	46	35	30	8,23	244	
Buns	20	19	17	32	39	37	28	10	18	7	15	2	5,54	244	
Yoghurt and other milk products	25	22	43	23	20	20	19	26	19	12	12	3	5,37	244	
Dried fruit/ nuts	1	12	13	19	15	17	10	17	23	21	38	58	8,42	244	
Salty snacks	3	2	3	9	10	14	14	33	25	38	41	52	9,13	244	
Fresh fruit	66	39	25	18	19	10	18	7	10	14	16	2	4,34	244	
Fresh vegetables	6	36	20	20	15	24	21	15	12	15	22	38	6,80	244	
													<i>answered question</i>	244	
													<i>skipped question</i>	0	

Fresh fruit are the favourite snack followed by chocolate. Yoghurt is ranked third. Fresh vegetables are ranked after candy, cookies and sandwiches.

Conclusions

The children care about their health. Food with bad reputation like salty snacks, mini pizzas and chips are the least popular.

Although they are regarded as being too expensive, fruits are the favourite snack (in terms of consumption and preferences), fresh vegetables not so much.

Pleasure and spontaneity are important determinants to children.



1.3.6. Eating habits

Question 36: How often do you eat outside your home?

How often do you eat outside your home?							
Answer Options	Less than once a month	Several times a month	Once a week	Several times a week	Daily	Rating Average	Response Count
Fast food restaurant	198	27	7	8	4	1,33	244
Small local restaurant (casual dining)	210	19	6	2	7	1,27	244
More formal restaurant	208	14	9	4	9	1,33	244
Canteen (at work/school)	88	6	1	33	116	3,34	244
<i>answered question</i>							244
<i>skipped question</i>							0

These figures show that a great percentage of children eat at school canteens. Over 60% have a meal in a canteen several times a week at least. Other meals are rarely eaten outside their homes.

Question 38: I eat fruit: (1 portion = one piece of fruit, such as one apple, banana, pear, orange or nectarine; tick a box).

I eat fruit: (1 portion = one piece of fruit, such as one apple, banana, pear, orange or nectarine; tick a box).		
Answer Options	Response Percent	Response Count
every day: at least 2 portions a day	13,1%	32
1 portion every day	34,0%	83
1 portion 5-6 times a week	14,8%	36
1 portion 3-4 times a week	16,0%	39
1 portion 1-2 times a week	15,6%	38
less than 1 portion a week	6,1%	15
Never	0,4%	1
<i>answered question</i>		244
<i>skipped question</i>		0

47.1% of the respondents eat one portion on a daily basis, or more. Less than 7% eat fruit less than once a week.



ZERO MEASUREMENT SURVEY RESULTS

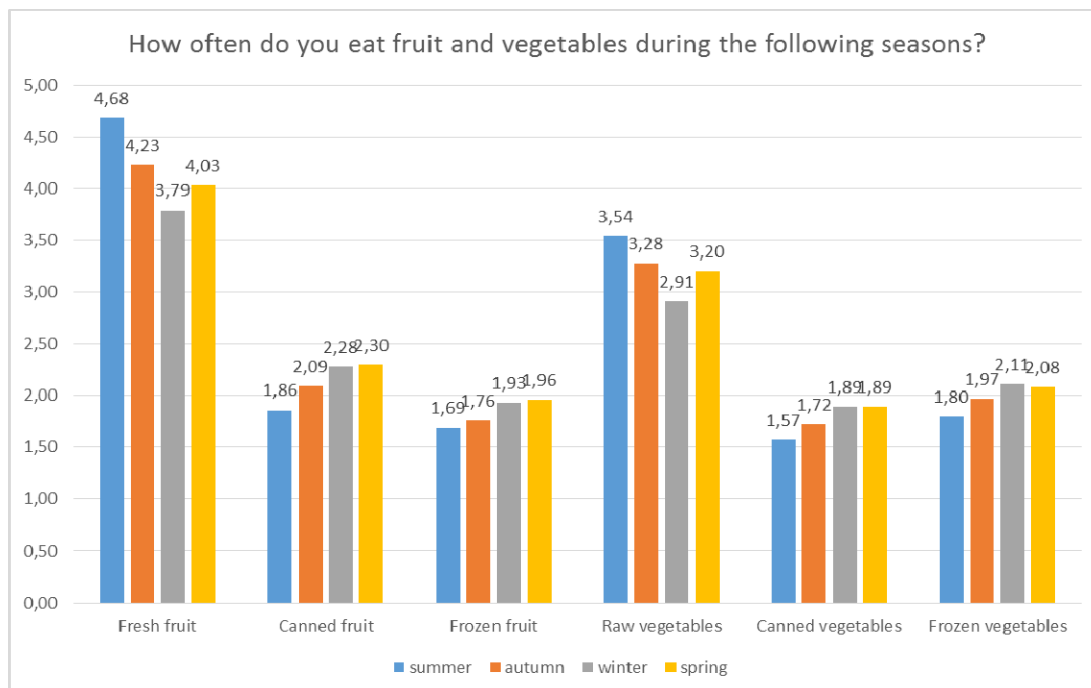
Question 39: I eat vegetables: (1 portion = about 80 gr., tick a box).

I eat vegetables: (1 portion = about 80 gr, tick a box).		
Answer Options	Response Percent	Response Count
every day: at least 2 portions a day	9,0%	22
1 portion every day	21,7%	53
1 portion 5-6 times a week	11,5%	28
1 portion 3-4 times a week	18,0%	44
1 portion 1-2 times a week	23,8%	58
less than 1 portion a week	16,0%	39
Never	0,0%	0
answered question		244
skipped question		0

Compared to fruit, vegetables are less consumed. Less than a third eat them on a daily basis, and 16% eat them less than once a week.

Only 9% eat at least 2 portions a day.

Question 40-43: How often do you eat fruit and vegetables during which season?





ZERO MEASUREMENT SURVEY RESULTS

How often do you eat fruit and vegetables during the following seasons? SUMMER

Answer Options	Not at all	Several times a month	Once a week	Several times a week	Once a day	Several times a day	Rating Average	Response Count
Fresh fruit	2	20	18	62	54	88	4,68	244
Canned fruit	132	54	28	23	3	4	1,86	244
Frozen fruit	157	49	17	7	6	8	1,69	244
Raw vegetables	32	35	54	54	30	39	3,54	244
Canned vegetables	159	55	15	9	3	3	1,57	244
Frozen vegetables	130	61	34	14	1	4	1,80	244
<i>answered question</i>								244

How often do you eat fruit and vegetables during the following seasons? AUTUMN

Answer Options	Not at all	Several times a month	Once a week	Several times a week	Once a day	Several times a day	Rating Average	Response Count
Fresh fruit	2	36	28	62	71	45	4,23	244
Canned fruit	98	75	41	17	7	6	2,09	244
Frozen fruit	129	74	23	10	4	4	1,76	244
Raw vegetables	31	44	54	71	28	16	3,28	244
Canned vegetables	130	73	28	8	2	3	1,72	244
Frozen vegetables	101	90	27	16	6	4	1,97	244
<i>answered question</i>								244
<i>skipped question</i>								0

How often do you eat fruit and vegetables during the following seasons? WINTER

Answer Options	Not at all	Several times a month	Once a week	Several times a week	Once a day	Several times a day	Rating Average	Response Count
Fresh fruit	10	49	40	62	50	33	3,79	244
Canned fruit	77	86	39	26	9	7	2,28	244
Frozen fruit	114	75	31	13	5	6	1,93	244
Raw vegetables	41	63	64	41	24	11	2,91	244
Canned vegetables	110	85	28	13	3	5	1,89	244
Frozen vegetables	83	98	31	21	6	5	2,11	244
<i>answered question</i>								244
<i>skipped question</i>								0



ZERO MEASUREMENT SURVEY RESULTS

How often do you eat fruit and vegetables during the following seasons? SPRING

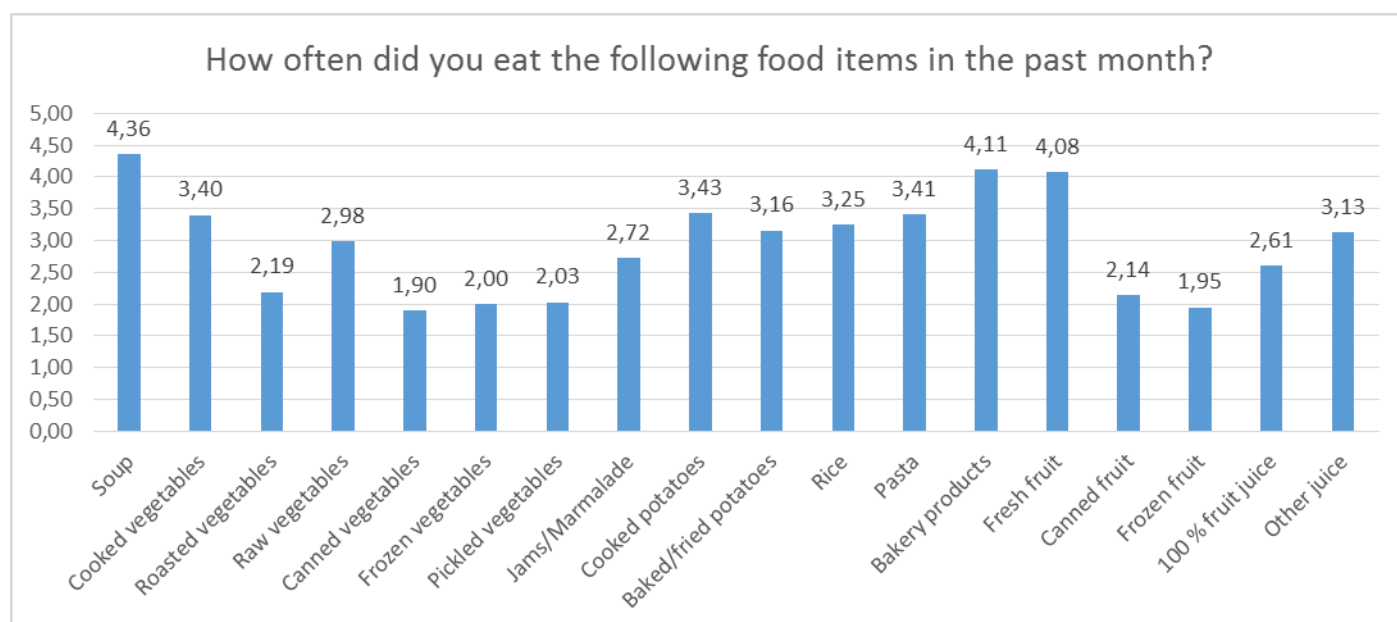
Answer Options	Not at all	Several times a month	Once a week	Several times a week	Once a day	Several times a day	Rating Average	Response Count
Fresh fruit	7	43	29	63	61	41	4,03	244
Canned fruit	79	80	43	23	14	5	2,30	244
Frozen fruit	114	75	24	16	11	4	1,96	244
Raw vegetables	31	55	55	54	36	13	3,20	244
Canned vegetables	115	73	35	13	6	2	1,89	244
Frozen vegetables	90	91	32	21	5	5	2,08	244
<i>answered question</i>								244
<i>skipped question</i>								0

Respondents prefer to eat during:

Summer and autumn: fresh fruit and vegetables

Winter and spring: fresh fruit and vegetables, but with increased consumption of frozen and canned ingredients, with a preference for canned products (that are more practical to deal with).

Question 44: How often did you eat the following food items in the past month?





ZERO MEASUREMENT SURVEY RESULTS

During winter month preceding the survey, the most consumed product on a daily basis were soup, bakery products and fresh fruit. Cooked vegetables, cooked potatoes and pasta were also relatively frequently consumed.

Canned and frozen fruit and vegetables were the least consumed.

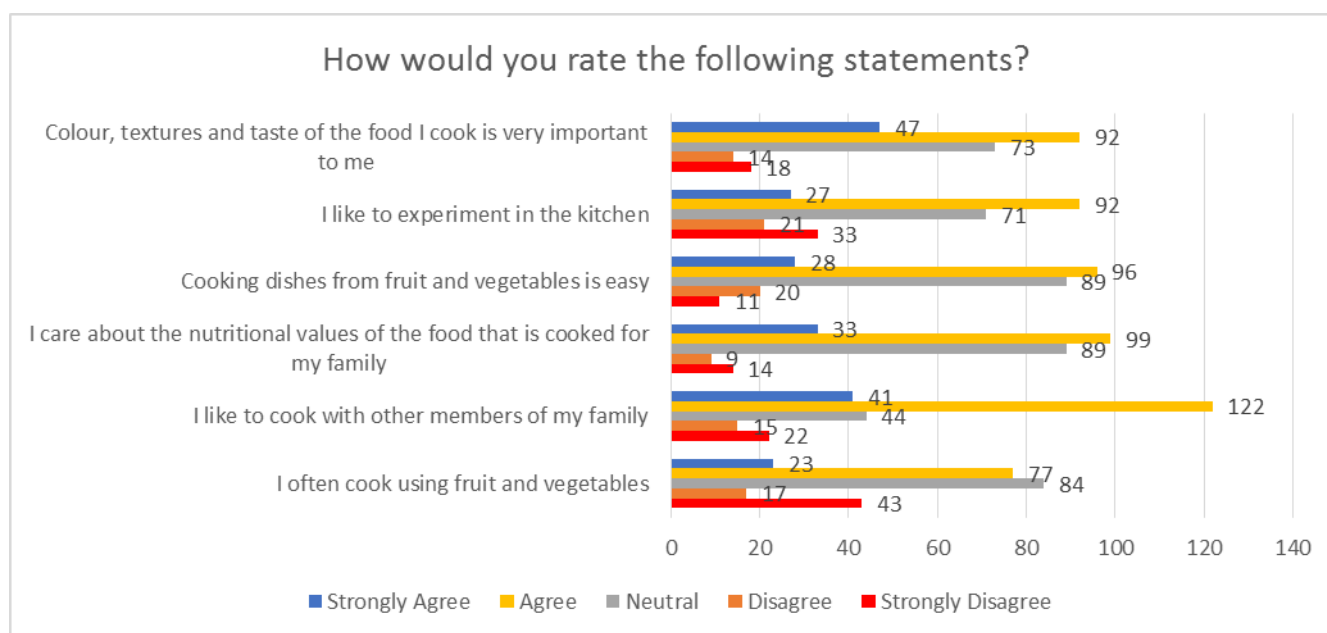


1.3.7. Cooking habits

Question 46: What is your attitude towards cooking? More than one answer possible

What is your attitude towards cooking? More than one answer possible.		
Answer Options	Response Percent	Response Count
I like cooking	24,2%	59
I don't mind cooking	18,9%	46
I cook, but actually I don't like it	5,3%	13
I would like to learn how to cook	39,3%	96
I don't have time to cook	6,1%	15
I don't like cooking and I don't do this	12,7%	31
<i>answered question</i>		244
<i>skipped question</i>		0

Question 47: How would you rate the following statements?



Children appreciate colour, taste, texture of their food followed by its health benefits but also consider social aspects linked to cooking with others.



Question 48: Do the dishes that are prepared at home in your family (by any of the members of your family) contain in your opinion enough fruit and vegetables?

Do the dishes that are prepared at home in your family (by any of the members of your family) contain in your opinion enough fruit and vegetables?		
Answer Options	Response Percent	Response Count
Yes	68,4%	167
No	31,6%	77
<i>answered question</i>		244
<i>skipped question</i>		0

68.4% of “children” are convinced they eat enough fruit and vegetables, proving that they are not really aware of how much they should consume.

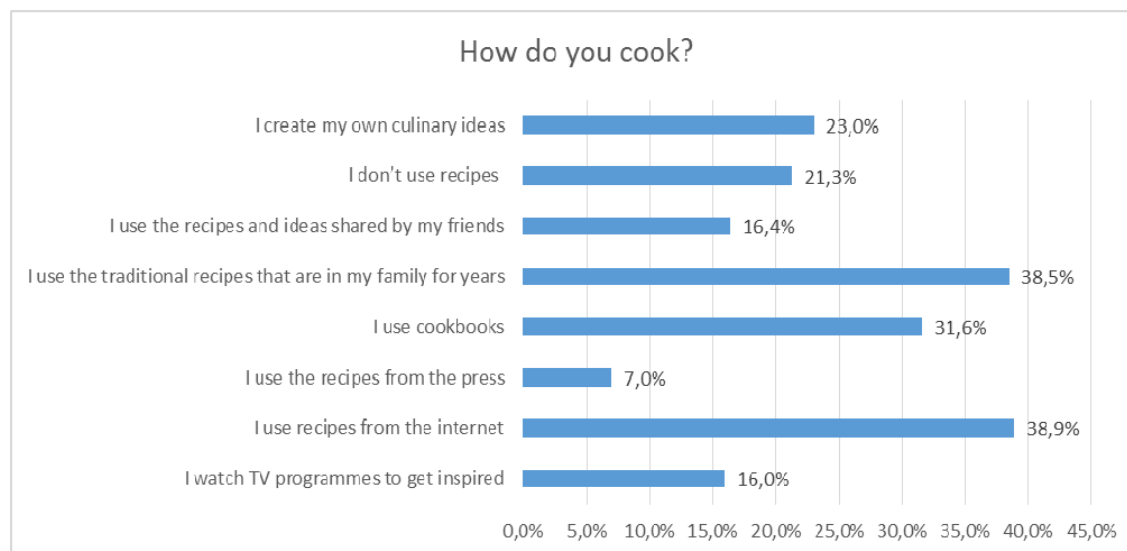
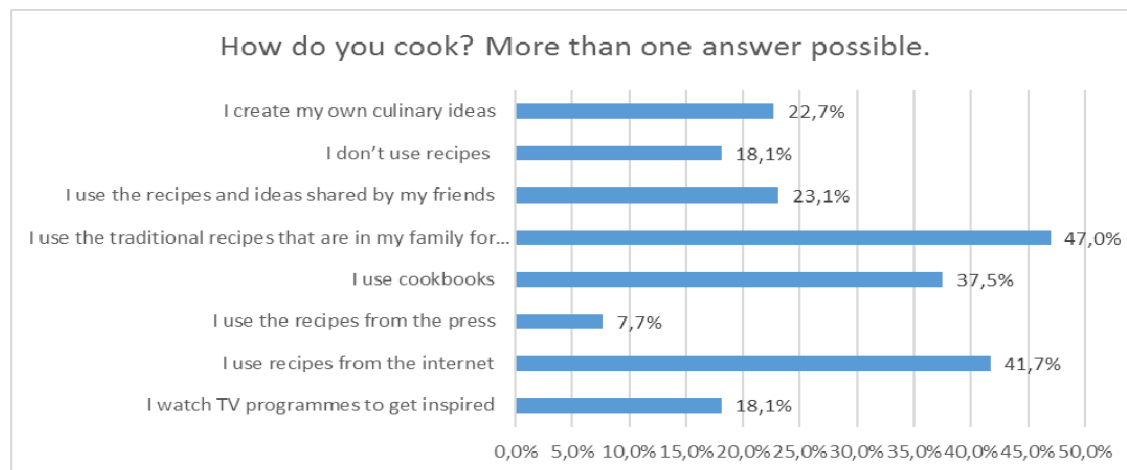
Question 49: Why do you or other members of your family use fruit and vegetables in the kitchen? More than one answer possible

Why do you or other members of your family use fruit and vegetables in the kitchen? More than one answer possible.		
Answer Options	Response Percent	Response Count
Because they are tasty	67,2%	164
Because they are healthy	74,6%	182
Because they give a lot of possibilities	25,0%	61
ecause it is easy to prepare dishes with fruit and vegetables	9,8%	24
We don't use fruit and vegetables during cooking	0,8%	2
<i>answered question</i>		244
<i>skipped question</i>		0

Health benefits and taste are the prime motivator for the use of fruit and vegetables. This response demonstrates that being aware is not sufficient when it comes to change behaviours.



Question 50: How do you cook? More than one answer possible.



Conclusions

Although most are still using traditional recipes or cookbooks, children answering the survey are also eager to try out new things, to move towards culinary diversification.

They exchange recipes with friends or search for inspiration on the internet. This is part of a larger social evolution where food does no longer only respond to physiological needs, but becomes part of a cultural identity based on more emotional values related to pleasure, creativity, eye-catchiness, colours, beauty or seduction.

This might prove that besides awareness, information and education, **children would like to be shown how to cook rather than simply being fed.**

Their conviction of consuming enough fruit and vegetables is unfortunately not reflected by quantities effectively consumed.



2. POLAND



2.1.PREGNANT WOMEN

2.1.1. Introduction

Country : Poland

Target group: Pregnant women

Number of responses (questionnaires): 597

47,9 % of the respondents live in Kujawsko-Pomorskie (286) and 52,1% in Podkarpackie (311).

98,49% of respondents were women, the rest of the questionnaires might have been filled in by their partners.

Nearly 20% of respondents avoided answering the question on their income.



2.1.2. Basic information about respondents

Question 9: Number of people in the household

Number of people in the household		
Answer Options	Response Percent	Response Count
1	0,2%	1
2	9,5%	57
3	29,3%	175
4	31,5%	188
5	13,4%	80
6	10,1%	60
7	3,7%	22
8	1,7%	10
9	0,0%	0
10	0,5%	3
more than 10	0,2%	1
<i>answered question</i>		597

The average household in this sample had 4.06 persons (which is significantly higher than the regional averages as reported by the Polish statistical office) showing a significant predominance of 6 members households with low education levels. **The lower the education level is, the bigger are the families.**



ZERO MEASUREMENT SURVEY RESULTS

Question 10: Sex of people in the household

Sex of people in the household			
Sex			
Answer Options	Female	Male	Response Count
person 1	462	135	597
person 2	205	388	593
person 3	274	264	538
person 4	149	213	362
person 5	76	101	177
person 6	38	58	96
person 7	17	19	36
person 8	9	5	14
TOTAL	1230	1183	
			Question Totals
			<i>answered question</i> 597
			<i>skipped question</i> 0



Question 13: Is there an infant in your household (baby under 12 months?)

Is there an infant in your household (baby under 12 months?)		
Answer Options	Response Percent	Response Count
Yes	52,4%	313
No	47,6%	284
<i>answered question</i>		597
<i>skipped question</i>		0

Question 15: Are the inhabitants of the household in touch with one of the grandparents (at least once a week)?

Are the inhabitants of the household in touch with one of the grandparents (at least once a week)?		
Answer Options	Response Percent	Response Count
Yes	93,5%	558
No	6,5%	39
<i>answered question</i>		597
<i>skipped question</i>		0

Question 16: Who do you live with?

Who do you live with?		
Answer Options	Response Percent	Response Count
my children	80,1%	478
my parents	18,9%	113
my wife/husband	83,9%	501
my partner	9,5%	57
my grandparents	4,9%	29
other members of the family	12,6%	75
non relatives	1,7%	10
Alone	0,2%	1
<i>answered question</i>		597



Conclusions

The is target group includes all families with a pregnant woman, a woman that was pregnant in the previous year, as well as those households with at least one baby under 12 months. 597 families (over 2426 family members) participated in the zero measurement survey.

Out of this number 535 women are pregnant or gave birth recently, whereas in 313 households there is at least one infant. 251 families already have a baby under 12 months and a new one is expected.

The previous figures show clearly that the composition of the "traditional" family is respected, woman + partner + child/children. Although they are not part of the family nucleus, grandparents seem to be very much present, since in 93.5 % of the cases, respondents declared to be in touch with them at least once a week.

A significant proportion of the respondents declared to live with their parents (20%).

Both regions are represented pretty equally.



2.1.3. Socio-economic issues

Question 17: Your highest level of education

Your highest level of education		
Answer Options	Response Percent	Response Count
primary school	1,8%	11
vocational education	4,7%	28
high school	18,6%	111
Bachelor degree	10,7%	64
Masters degree	51,3%	306
Postgraduate	12,9%	77
	<i>answered question</i>	597
	<i>skipped question</i>	0

Question 18: Your partner's highest level of education

Your partner's highest level of education		
Answer Options	Response Percent	Response Count
primary school	2,3%	14
vocational education	9,4%	56
high school	28,8%	172
Bachelor degree	14,4%	86
Masters degree	39,7%	237
Postgraduate	3,5%	21
I don't have a partner	1,8%	11
	<i>answered question</i>	597
	<i>skipped question</i>	0

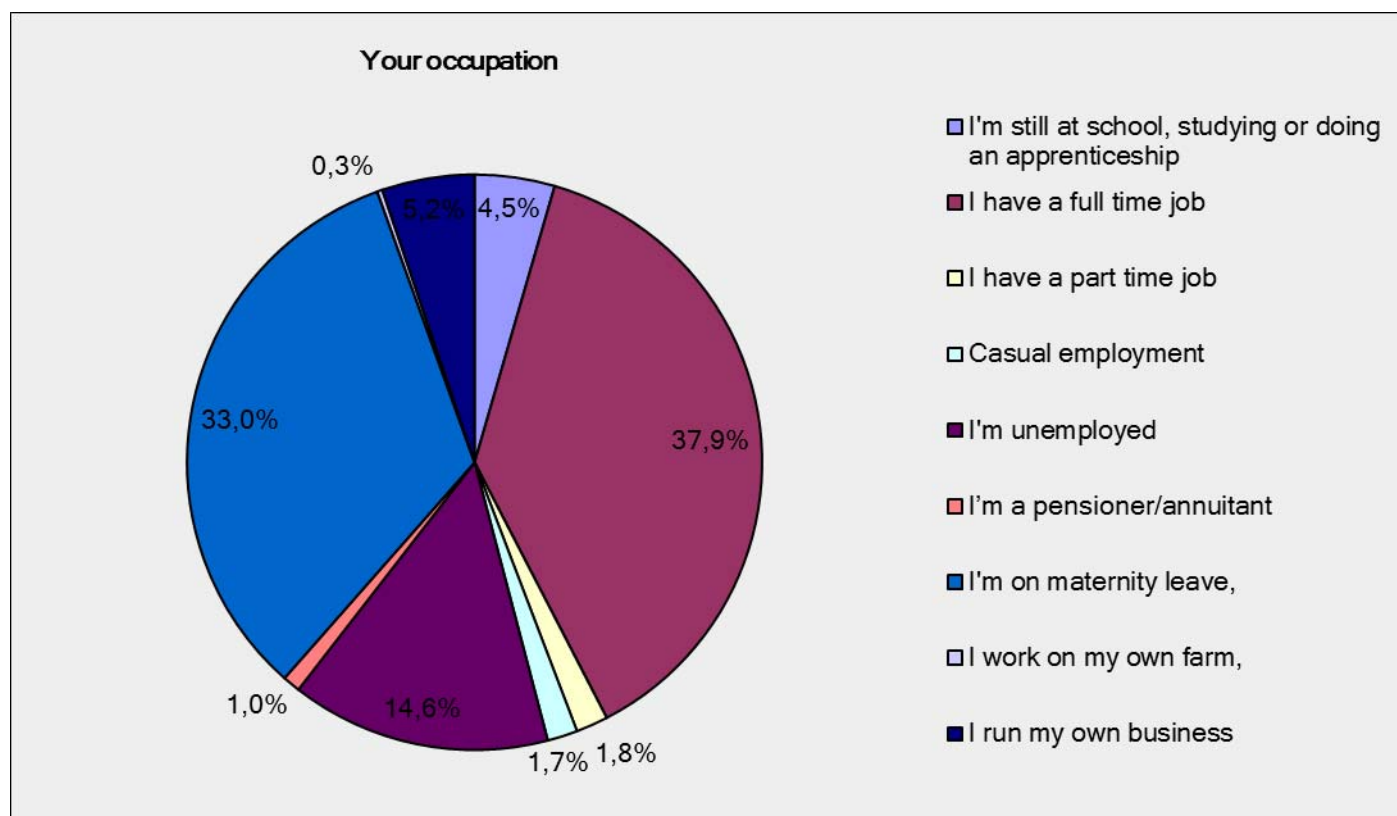
Among the respondents, more than half graduated from university, which is considerably above the average in Poland (c.a. 20%). Pregnant women and new mothers tend to be rather young. According to the Statistical Yearbook 2014, 49,2% of people aged between 19 and 24 enrol in tertiary education.



ZERO MEASUREMENT SURVEY RESULTS

Question 19: Your occupation

Your occupation		
Answer Options	Response Percent	Response Count
I'm still at school, studying or doing an apprenticeship	4,5%	27
I have a full time job	37,9%	226
I have a part time job	1,8%	11
Casual employment	1,7%	10
I'm unemployed	14,6%	87
I'm a pensioner/annuitant	1,0%	6
I'm on maternity leave,	33,0%	197
I work on my own farm,	0,3%	2
I run my own business	5,2%	31
		597
<i>skipped question</i>		0



Over 70% of respondents have a full time job, of which a third is currently on maternity leave. Nearly 15% are unemployed, which is a bit more than the average statistics for the region.

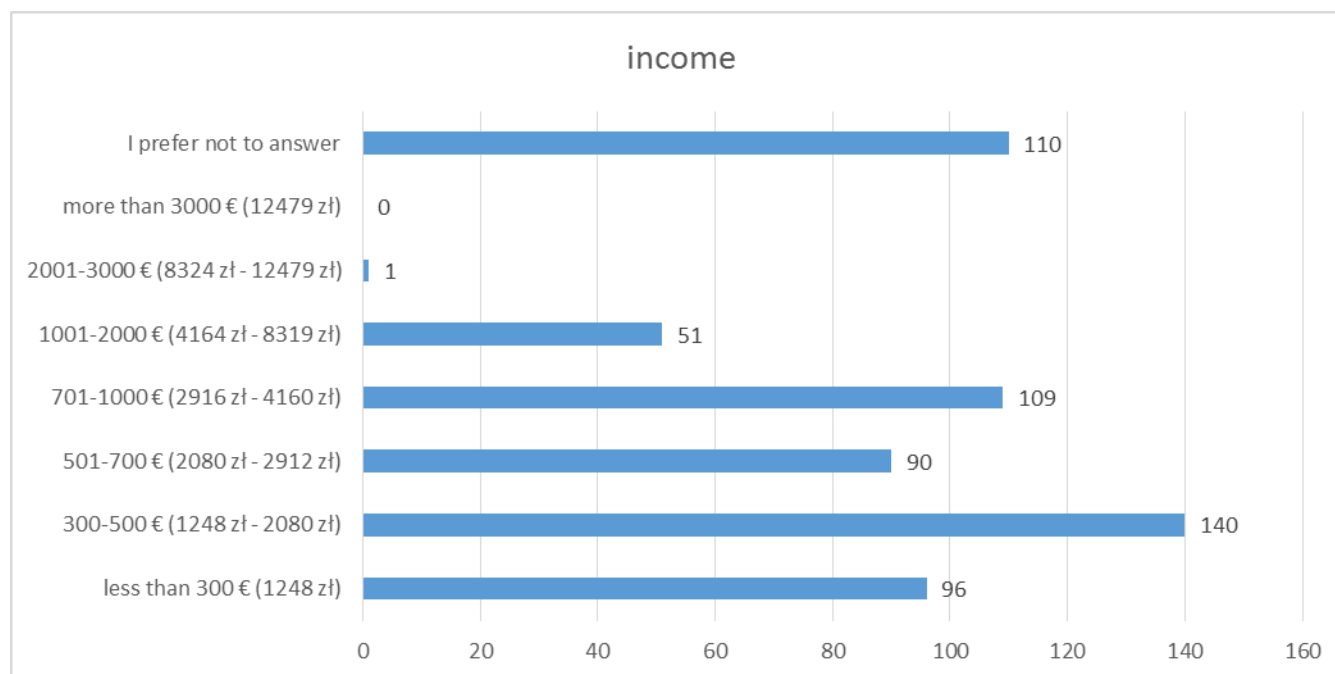


Question 20: You live in a

You live in		
Answer Options	Response Percent	Response Count
Village	22,9%	137
City below 10 000	6,2%	37
City 10 000 - 50 000	15,1%	90
City 50 000 - 100 000	8,4%	50
City 100 000 - 250 000	38,0%	227
City 250 000 - 500 000	9,4%	56
<i>answered question</i>		597
<i>skipped question</i>		0

Where people live is pretty similar for both regions. **Nearly 30% of all participants of "My healthy family" live in rural areas (villages and towns below 10 000 inhabitants). Distribution points for fruit and vegetables were situated only in the cities. This is worth considering for future projects.**

Question 21: Monthly disposable income of your household (after tax):



Nearly half of the respondents have less than 500 € disposable income per household (48%). 1 out of 5 earns less than the national average (Central Statistical Office of Poland) of 1240 PLN (c.a. 306 €). On the other hand, 27 % of the surveyed households have a monthly disposable income above 700 €.



Conclusions

- More than half of the respondents earn relatively little, although half of them hold a university degree. This may be linked to the fact that many professions in Poland that involve university degrees have a low remuneration level – mainly public services (like health care, education).
- Respondents are mainly young persons, at the beginning of their career.
- In terms of purchasing power, the traditional couple benefits from a disposable monthly income below 2000 PLN (+/- 500 €), below the average. This has to be tempered by the fact that the project was mainly promoted among people of low socio-economic status.



2.1.4. Shopping habits

Question 22: Who most often does the (food) shopping in your household?

Who most often does the (food) shopping in your household?		
Answer Options	Response Percent	Response Count
You	36,5%	218
Partner	7,2%	43
Both	49,2%	294
Parents	6,0%	36
Grandparents	0,5%	3
Other	0,5%	3
<i>answered question</i>		597
<i>skipped question</i>		0

	Education		income		place of living	
	Low	high	low	high	village	big city
You	38,5%	38,0%	39,6%	38,5%	40,2%	34,3%
Partner	5,1%	7,6%	8,3%	7,7%	9,8%	6,4%
Both	28,2%	49,7%	37,5%	48,1%	38,5%	55,1%
Parents	17,9%	4,5%	10,4%	3,8%	10,3%	3,5%
Grandparents	2,6%	0,2%	2,1%	0,0%	0,0%	0,7%
Other	7,7%	0,0%	2,1%	1,9%	1,1%	0,0%

About 93% of respondents do shopping individually or together with their partner.

SES seems a major factor in determining who does the shopping. The higher the SES (high education level, high income, living in big cities), the more frequent couples shop together, making it a social moment involving the entire household, besides being a "family" activity.



Question 23: Do you have a specific budget for food-shopping?

Do you have a specific budget for food-shopping?		
Answer Options	Response Percent	Response Count
Yes	43,7%	261
No	56,3%	336
<i>answered question</i>		597
<i>skipped question</i>		0

Question 24: If yes: how much per week?

If yes: how much per week?		
Answer Options	Response Percent	Response Count
0-15 € (0-62 zł)	10,1%	28
15-25 € (62-104 zł)	30,6%	85
25-50 € (104-208 zł)	38,5%	107
50-100 € (208-416 zł)	16,9%	47
100-150 € (416-624 zł)	3,2%	9
more than 150 € (624 zł)	0,7%	2
<i>answered question</i>		278
<i>skipped question</i>		319

Question 25: How much of your expenses on food do you spend on fresh fruit and vegetables?

How much of your expenses on food do you spend on fresh fruit and vegetables?		
Answer Options	Response Percent	Response Count
below 20%	47,4%	283
21-40%	43,9%	262
41-60 %	7,5%	45
more than 60%	1,2%	7
<i>answered question</i>		597
<i>skipped question</i>		0



ZERO MEASUREMENT SURVEY RESULTS

	education		income		place of living	
	low	high	Low	high	village	big city
below 20%	64,1%	46,5%	50,0%	48,1%	56,9%	39,9%
21-40%	25,6%	45,0%	43,8%	46,2%	36,2%	52,3%
41-60 %	5,1%	7,6%	4,2%	3,8%	6,3%	7,1%
more than 60%	5,1%	0,9%	2,1%	1,9%	0,6%	0,7%

79,2 % of the respondents stated to have a dedicated budget for food shopping between 15-50 € per week. One out of ten spends less than 15 € per week on fruit and vegetables and only 3.9 % can afford to spend more than 100 € on food shopping. **Pregnant women, though spend more on fruit and vegetables than the two other target groups (children and older people).**

The average Polish household has a weekly food expenditure of 263,88 zł (c.a. 65,15 €), so in this survey over 40% of respondents declared spending less than that or the same. People with higher education spend more on fruit and vegetables.

People living in big cities spend more than those living in the countryside (prices in the cities are higher in general, consumption of self-grown fruit and vegetables in rural areas)

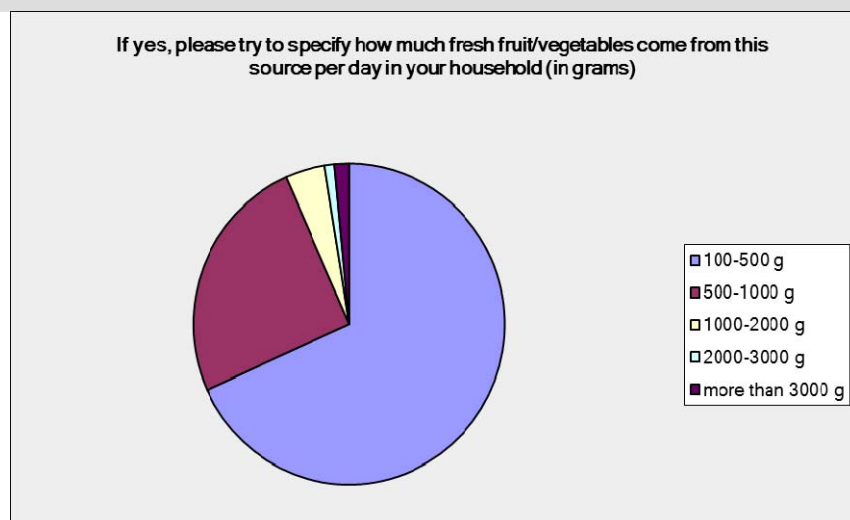


Question 26: Do you have your own garden/field/fruit trees?

Do you have your own garden/field/fruit trees?		
Answer Options	Response Percent	Response Count
Yes	22,1%	132
No	77,9%	465
answered question		597

Question 27: If yes, please try to specify how much fresh fruit/vegetables come from this source per day in your household (in grams)

If yes, please try to specify how much fresh fruit/vegetables come from this source per day in your household (in grams)		
Answer Options	Response Percent	Response Count
100-500 g	68,2%	133
500-1000 g	25,1%	49
1000-2000 g	4,1%	8
2000-3000 g	1,0%	2
more than 3000 g	1,5%	3
answered question		195
skipped question		402



The figures of respondents growing their own fruit and vegetables correspond to the number of people living in villages (22,9%). However, in 93% of households with the option of growing their own fruit and vegetables, the daily consumption is declared as being below 250g per person, making gardening more a hobby than a way of gaining food.



ZERO MEASUREMENT SURVEY RESULTS

How often do you buy the following items for consumption at home?

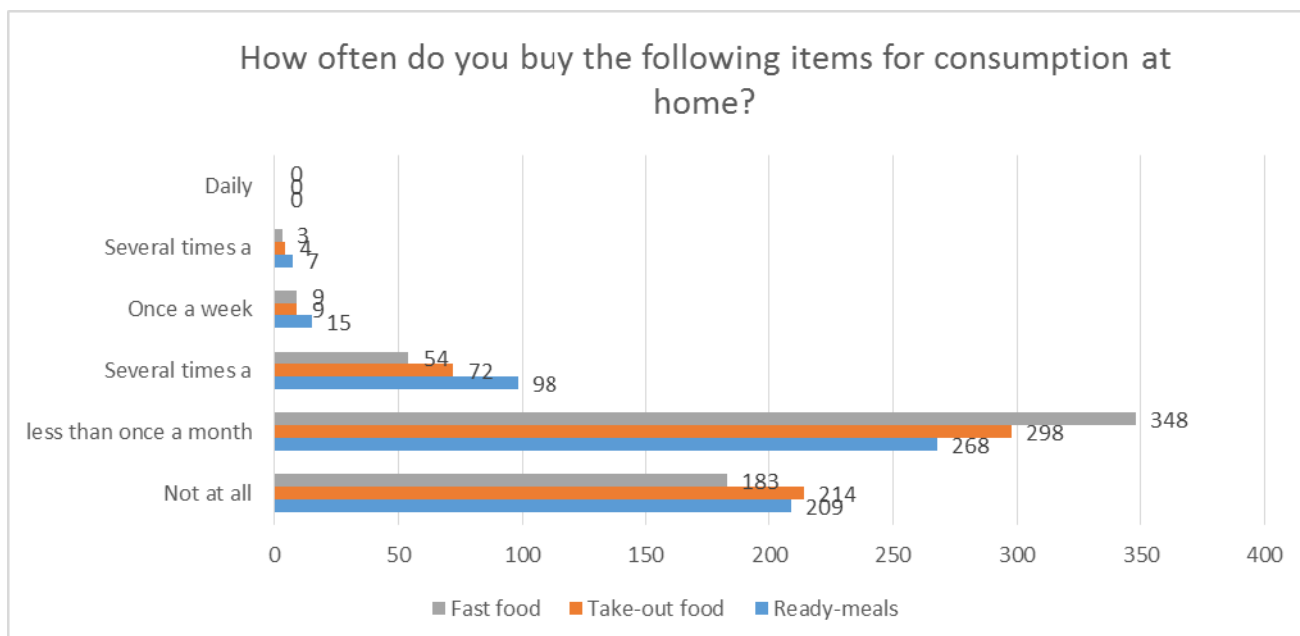
Answer Options	Not at all	less than once a month	Several times a month	Once a week	Several times a week	Daily	Rating Average	Response Count
Ready-meals	209	268	98	15	7	0	1,90	597
Take-out food	214	298	72	9	4	0	1,81	597
Fast food	183	348	54	9	3	0	1,83	597
<i>answered question</i>								597
<i>skipped question</i>								0

Question 28: How often do you buy the following items for consumption at home?

In general, respondents do not consume much of this kind of food, less than 8% once a week or more often, with a preference for ready-meals.

This might be influenced by the awareness of the quality of food, but also by:

- Lack of economical availability – our respondents spend less than the Polish average on food
- Living in bigger households prevents frequent eating out and creates more opportunity for preparing meals at home.





ZERO MEASUREMENT SURVEY RESULTS

	education		income		place of living	
	low	high	low	high	village	big city
Ready-meals	1,85	1,90	1,74	2,13	1,80	1,98
Take-out food	1,67	1,83	1,58	2,00	1,72	1,90
Fast food	1,82	1,83	1,72	1,94	1,84	1,87

People with higher education levels tend to eat more take-out food, probably due to lack of time for preparing meals, establishing a certain correlation between consumption of ready food and income, especially for ready-meals and take-out food.

Surprisingly those living in big cities do not eat more ready made food, contradicting the assumption that a lack of availability of such meals is the reason of limited consumption in rural areas.

Question 29: How do you rate the following statements? While buying food products:

How do you rate the following statements? While buying food products:							
Answer Options	Unimportant	Low Importance	Neutral	Important	Very Important	Rating Average	Response Count
The price of fresh fruit is	11	22	40	374	150	4,06	597
The price of raw vegetables is	14	29	47	366	141	3,99	597
The origin of my food is	7	12	37	272	269	4,31	597
The season of fruit and vegetables is	0	4	37	275	281	4,40	597
<i>answered question</i>							597
<i>skipped question</i>							0

	education		income		place of living	
	low	high	low	high	village	big city
The price of fresh fruit is	4,18	4,05	4,23	3,87	4,13	4,01
The price of raw vegetables is	4,13	3,98	4,17	3,83	4,09	3,95
The origin of my food is	4,26	4,36	4,31	4,44	4,28	4,33
The season of fruit and vegetables is	4,33	4,41	4,35	4,38	4,45	4,37



ZERO MEASUREMENT SURVEY RESULTS

For the great majority of respondents, the following factors are the main determinants for the purchase of fresh fruit and vegetables

- The price
- The seasonality
- The origin

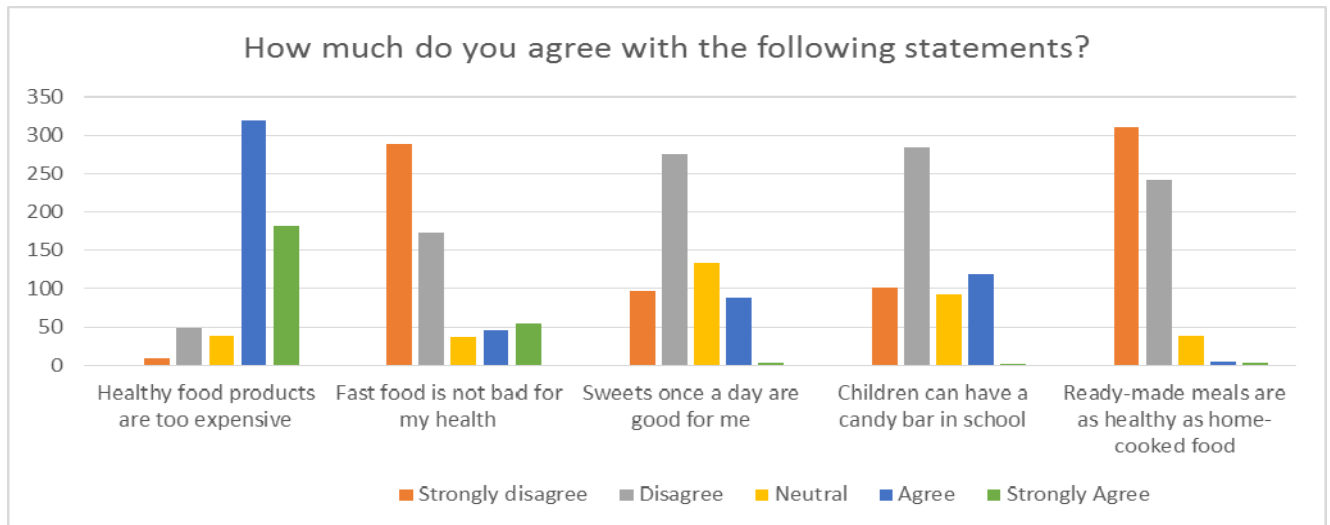
Question 30: How much do you agree with the following statements?

How much do you agree with the following statements?							
Answer Options	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	Rating Average	Response Count
Healthy food products are too expensive	9	49	39	319	181	4,03	597
Fast food is not bad for my health	289	173	36	46	53	2,00	597
Sweets once a day are good for me	96	275	134	88	4	2,38	597
Children can have a candy bar in school	100	284	93	119	1	2,39	597
Ready-made meals are as healthy as home-cooked food	309	242	38	5	3	1,58	597
<i>answered question</i>							597
<i>skipped question</i>							0

	education		income		place of living	
	low	high	low	high	village	big city
Healthy food products are too expensive	4,21	4,07	4,08	3,92	4,06	4,03
Fast food is not bad for my health	2,38	1,93	1,99	2,04	1,99	1,98
Sweets once a day are good for me	2,67	2,35	2,26	2,13	2,48	2,36
Children can have a candy bar in school	2,54	2,32	2,36	2,37	2,46	2,35
Ready-made meals are as healthy as home-cooked food	1,92	1,51	1,64	1,60	1,65	1,52



ZERO MEASUREMENT SURVEY RESULTS



The overwhelming majority of the respondents believes that healthy products are too expensive.

Pre-prepared food seems to have a bad reputation in terms of health, but candies and sweets appear to be largely tolerated.

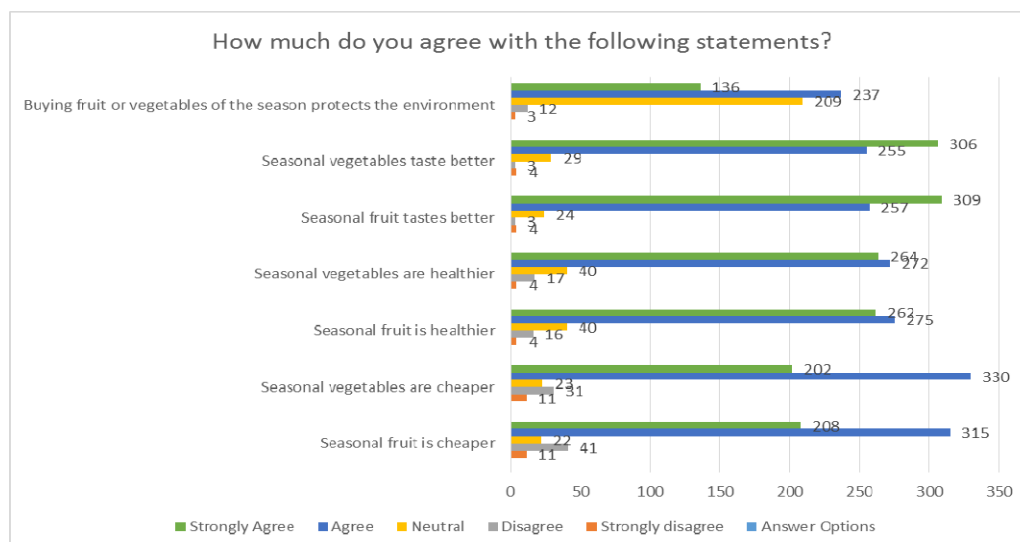
Home-made food is highly appreciated, nearly 92% respondents believe that it is healthier than ready-made meals.

As for their SES:

- Healthy products are perceived as too expensive especially for those with low income.
- Fast food is better rated by people with lower education. Income and place of living is not correlated with how people regard fast food.
- Home-made meals are mostly appreciated by people with high education status.



Question 31: How much do you agree with the following statements?



Answer Options	education		Income		place of living	
	low	high	low	High	village	big city
Seasonal fruit is cheaper	3,64	4,14	3,90	4,12	4,09	4,13
Seasonal vegetables are cheaper	3,69	4,17	3,93	4,12	4,09	4,17
Seasonal fruit is healthier	4,36	4,30	4,16	4,21	4,29	4,32
Seasonal vegetables are healthier	4,36	4,31	4,15	4,23	4,29	4,32
Seasonal fruit taste better	4,38	4,45	4,30	4,48	4,45	4,48
Seasonal vegetables taste better	4,33	4,44	4,28	4,48	4,44	4,48
Buying fruit or vegetables of the season protects the environment	3,87	3,81	3,77	3,83	3,85	3,82

Finally, seasonal food is mostly appreciated for its lower price, health benefits and taste (environment seems to be considered less relevant in that respect). The belief that seasonal food is better and cheaper is quite widespread among the pregnant participants in Poland.

Higher educated people are more likely to perceived seasonal fruit and vegetables as cheaper and better tasting than by lower educated ones with lower income.



ZERO MEASUREMENT SURVEY RESULTS

Both categories seem to be more or less equally aware of the health benefits of such food. Neither one considers the impact of seasonality of fruit and vegetables on the environment as very relevant.

Conclusions

Although fresh fruit and vegetables are seen as being healthy, only a minor part of the food shopping budget is spend on them. As for the other target groups, the price seems to be the most common impeding factor, due to the low disposable food budget of the respondents. Seasonal products are perceived as being cheaper, but still too expensive.



2.1.5. Food choice

Question 32: It is important to me that the food I eat on a typical day...

Answer Options	Unimportant	Low Importance	Neutral	Important	Very Important	Rating Average	Response Count
Contains a lot of vitamins and minerals	0	0	21	326	250	4,38	597
Is low in calories	21	46	209	266	55	3,48	597
Is nutritious	0	3	39	396	159	4,19	597
Is low in fat	10	34	157	313	83	3,71	597
Keeps me healthy	0	4	25	306	262	4,38	597
Is high in protein	8	41	239	258	51	3,51	597
Cheers me up	3	33	142	322	97	3,80	597
Looks nice	9	30	137	347	74	3,75	597
Helps me relax	21	51	210	255	60	3,47	597
Has pleasant texture	23	57	208	266	43	3,42	597
Smells nice	1	8	28	425	135	4,15	597
Tastes good	0	0	13	331	253	4,40	597
Is not expensive	6	25	95	369	102	3,90	597
Is easily available in shops	4	22	86	374	111	3,95	597
Is easy to prepare	4	42	111	329	111	3,84	597

Answer Options	education		Income		place of living	
	Low	high	low	high	village	big city
Contains a lot of vitamins and minerals	4,46	4,41	4,38	4,33	4,35	4,42
Is low in calories	3,67	3,51	3,39	3,40	3,56	3,42
Is nutritious	4,28	4,21	4,17	4,17	4,21	4,19
Is low in fat	3,79	3,74	3,68	3,56	3,74	3,69
Keeps me healthy	4,41	4,42	4,35	4,31	4,32	4,43
Is high in protein	3,79	3,49	3,65	3,44	3,50	3,48
Cheers me up	3,72	3,81	3,70	3,73	3,75	3,82
Looks nice	3,87	3,79	3,65	3,79	3,72	3,73
Helps me relax	3,67	3,47	3,41	3,44	3,52	3,42
Has pleasant texture	3,64	3,40	3,34	3,52	3,48	3,32
Smells nice	4,18	4,16	4,01	4,08	4,12	4,13
Tastes good	4,36	4,41	4,32	4,37	4,34	4,44
Is not expensive	4,26	3,86	4,14	3,69	4,00	3,82
Is easily available in shops	4,13	3,92	4,16	3,73	4,03	3,89
Is easy to prepare	4,00	3,83	3,98	3,71	3,84	3,81



ZERO MEASUREMENT SURVEY RESULTS

Common sense is determining respondent's answers. Benefits usually attributed to "good" food e.g. high vitamin and protein content, nutritional aspects are chosen first, followed by more subjective considerations e.g. tastes good, looks nice.

Low fat content and low calories are considered less relevant, which can be linked to Polish traditional cooking which is high in fat and calories.

Price just ranks in 7th place.

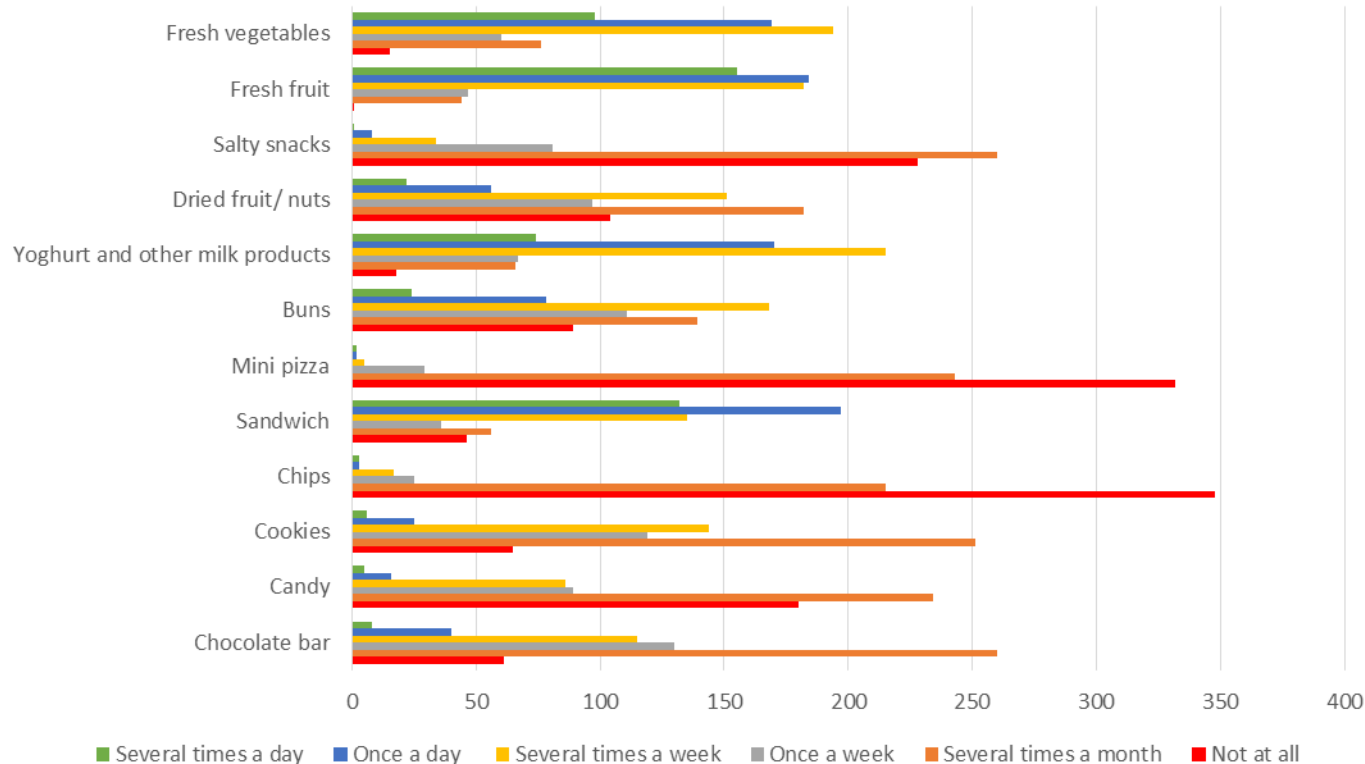
Question 33: How often did you eat the following snacks in the past month? A snack is a small portion of food generally eaten between meals.

Answer Options	Not at all	Several times a month	Once a week	Several times a week	Once a day	Several times a day	Rating Average
Chocolate bar	61	255	125	109	39	8	2,72
Candy	177	227	86	82	16	5	2,24
Cookies	63	245	116	138	25	6	2,72
Chips	341	205	25	17	3	3	1,56
Sandwich	44	55	36	133	190	127	4,28
Mini pizza	322	237	29	4	2	2	1,55
Buns	87	134	109	166	75	22	3,12
Yoghurt and other milk products	17	64	67	208	164	73	4,11
Dried fruit/nuts	100	178	97	145	53	22	2,90
Salty snacks	222	251	79	34	8	1	1,92
Fresh fruit	1	42	46	179	180	148	4,58
Fresh vegetables	15	72	60	192	162	94	4,17
<i>answered question</i>							
<i>skipped question</i>							



ZERO MEASUREMENT SURVEY RESULTS

How often did you eat the following snacks in the past month?



Answer Options	education		income		place of living	
	Low	high	Low	high	village	big city
Chocolate bar	2,51	2,77	2,49	2,81	2,76	2,73
Candy	2,44	2,19	2,31	2,18	2,41	2,10
Cookies	2,58	2,73	2,49	2,80	2,87	2,70
Chips	2,00	1,50	1,59	1,58	1,61	1,46
Sandwich	4,46	4,31	4,47	3,86	4,47	4,24
Mini pizza	1,90	1,53	1,55	1,54	1,58	1,48
Buns	3,54	3,10	3,23	3,04	3,26	3,08
Yoghurt and other milk products	4,08	4,16	3,97	4,14	4,08	4,24
Dried fruit/ nuts	2,37	3,06	2,44	3,00	2,66	3,11
Salty snacks	2,26	1,88	1,96	1,85	1,98	1,86
Fresh fruit	4,23	4,65	4,41	4,69	4,57	4,64
Fresh vegetables	4,23	4,20	4,11	4,17	4,25	4,18



ZERO MEASUREMENT SURVEY RESULTS

Products that are typically known as being bad for one's health (and shape) e.g. crisps, mini pizzas, salty snacks and to a certain extent candy are least consumed (based on these answers).

Dried fruit/nuts, which are or should be known for their various benefits are not or rarely consumed by 47% of the respondents (several times a month or less often).

Fresh fruit and vegetables are claimed to be the most consumed snacks, followed by sandwiches as well as yoghurt and other milk products.

Nevertheless, fruit and vegetables remain under-consumed. As for fruit 45% of respondents eat them less than once a day, for vegetables it is even 57%.

People with a higher SES tend to eat chocolate, cookies, yoghurt and other milk products and dried fruit more often. People with a high SES eat more fruit whereas there are no significant differences in consumption of vegetables. In general, better educated people living in big cities seem to eat less "bad" food.



ZERO MEASUREMENT SURVEY RESULTS

Question 34: What is your favourite snack? Rate from 1 to 12, where 1 is the highest note

What is your favourite snack? Rate from 1 to 12, where 1 is the highest note														
Answer Options	1	2	3	4	5	6	7	8	9	10	11	12	Rating Average	Response Count
Chocolate bar	89	57	42	36	47	51	72	62	47	37	30	27	5,80	597
Candy	22	40	19	22	35	30	55	82	69	89	68	66	7,86	597
Cookies	34	35	54	32	52	77	68	98	73	43	19	12	6,39	597
Chips	16	12	13	29	14	19	25	28	59	79	114	189	9,42	597
Sandwich	40	45	62	86	120	76	58	33	34	25	9	9	5,27	597
Mini pizza	8	5	11	13	22	53	53	63	81	95	113	80	8,86	597
Buns	6	23	30	53	85	107	92	66	55	35	25	20	6,62	597
Yoghurt and other milk products	91	92	133	95	53	26	27	30	12	24	8	6	4,04	597
Dried fruit/ nuts	33	44	71	84	58	59	44	39	51	30	44	40	6,13	597
Salty snacks	8	9	8	13	21	29	52	57	82	107	115	96	9,09	597
Fresh fruit	232	125	68	43	40	21	10	12	6	8	25	7	3,09	597
Fresh vegetables	18	110	86	91	50	49	41	27	28	25	27	45	5,44	597
													<i>answered question</i>	597
													<i>skipped question</i>	0

Answer Options	education		Income		place of living	
	low	high	low	High	village	big city
Chocolate bar	6,15	5,63	6,16	5,12	6,11	5,60
Candy	7,03	8,00	7,22	8,44	7,47	8,22
Cookies	7,03	6,45	7,11	6,50	6,63	6,36
Chips	8,62	9,49	9,01	9,83	9,06	9,70
Sandwich	4,95	5,29	4,73	4,38	5,07	5,26
Mini pizza	8,15	8,87	8,99	8,63	8,78	9,01
Buns	5,33	6,79	5,98	6,87	6,33	6,86
Yoghurt and other milk products	4,36	4,07	3,91	4,31	4,22	3,92
Dried fruit/ nuts	7,08	5,86	7,00	6,06	6,60	5,57
Salty snacks	9,13	9,11	9,24	9,13	8,98	9,08
Fresh fruit	4,38	3,00	3,38	2,62	3,29	3,01
Fresh vegetables	5,79	5,43	5,28	6,12	5,47	5,42

These answers show what the respondents like, whereas the previous question was about what they eat.

Fresh fruit is by far the favourite snack – nearly 60% of respondents gave it the highest scores (1 or 2). Yoghurt and other milk products come second. Dried fruit and nuts remain unappreciated – over 20% of respondents gave them the lowest ranks (10-12).



Better educated people like chocolate and cookies, as well as fresh fruit best. Those products are also better rated by people with higher income and those living in big cities.

In general, products known as being healthy (yoghurt and dried fruit/nuts) are better evaluated by respondents with higher SES. There is one exception – people with low income like yoghurt more than richer respondents.

Conclusions

Respondents care about health issues, however they remain pragmatic when taking decision about food e.g. availability, taste or price.

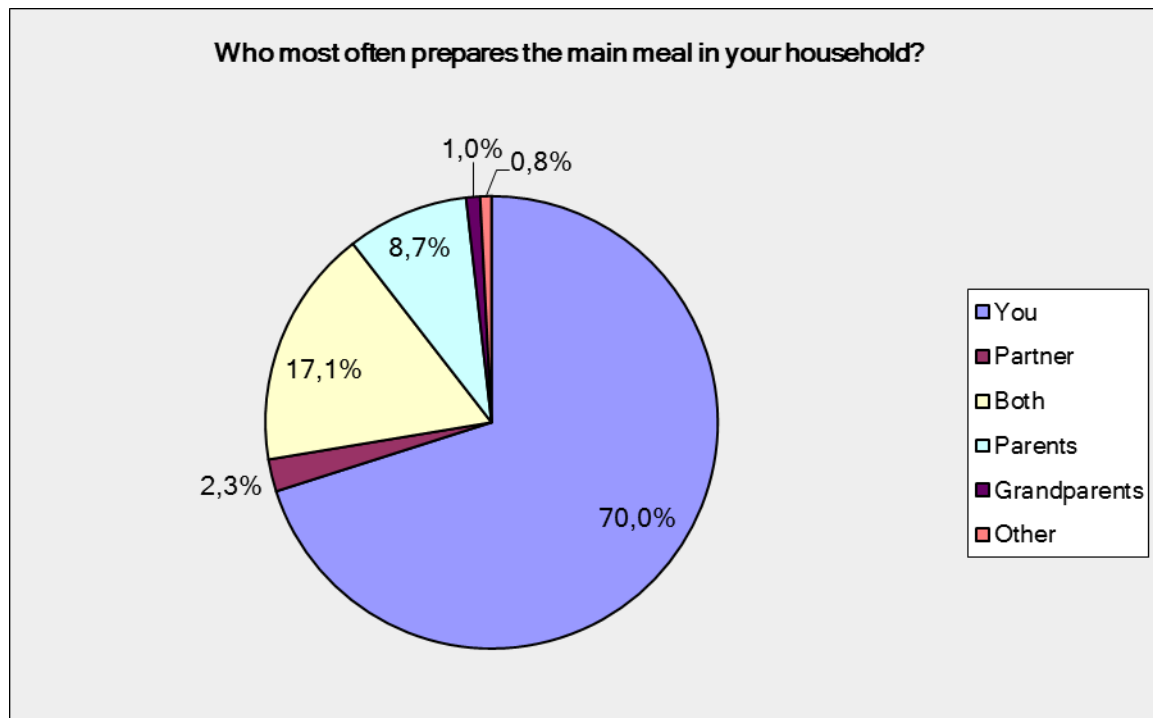
Although they are regarded as being too expensive, fruit and vegetables are positively rated as a snack (in terms of consumption and preferences).



2.1.6. Eating habits

Question 35: Who most often prepares the main meal in your household?

Who most often prepares the main meal in your household?		
Answer Options	Response Percent	Response Count
You	70,0%	418
Partner	2,3%	14
Both	17,1%	102
Parents	8,7%	52
Grandparents	1,0%	6
Other	0,8%	5
<i>answered question</i>		597
<i>skipped question</i>		0



The participants who collected the fruit and vegetables parcels usually are the ones also cooking the meals, in most cases the women.



ZERO MEASUREMENT SURVEY RESULTS

Question 36: How often do you eat outside your home?

How often do you eat outside your home?							
Answer Options	Less than once a month	Several times a month	Once a week	Several times a week	Daily	Rating Average	Response Count
Fast food restaurant	549	43	4	1	0	1,09	597
Small local restaurant (casual dining)	505	81	11	0	0	1,17	597
More formal restaurant	581	13	3	0	0	1,03	597
Canteen (at work/school)	543	30	9	10	5	1,16	597
<i>answered question</i>							597
<i>skipped question</i>							0

	education		income		place of living	
	low	high	low	high	village	big city
Fast food restaurant	1,13	1,08	1,07	1,21	1,11	1,08
Small local restaurant (casual dining)	1,13	1,17	1,07	1,37	1,13	1,21
More formal restaurant	1,05	1,03	1,02	1,06	1,03	1,03
Canteen (at work/school)	1,10	1,18	1,07	1,23	1,14	1,16

Nearly all participants usually eat at home, eating out is very rare in all three target groups.

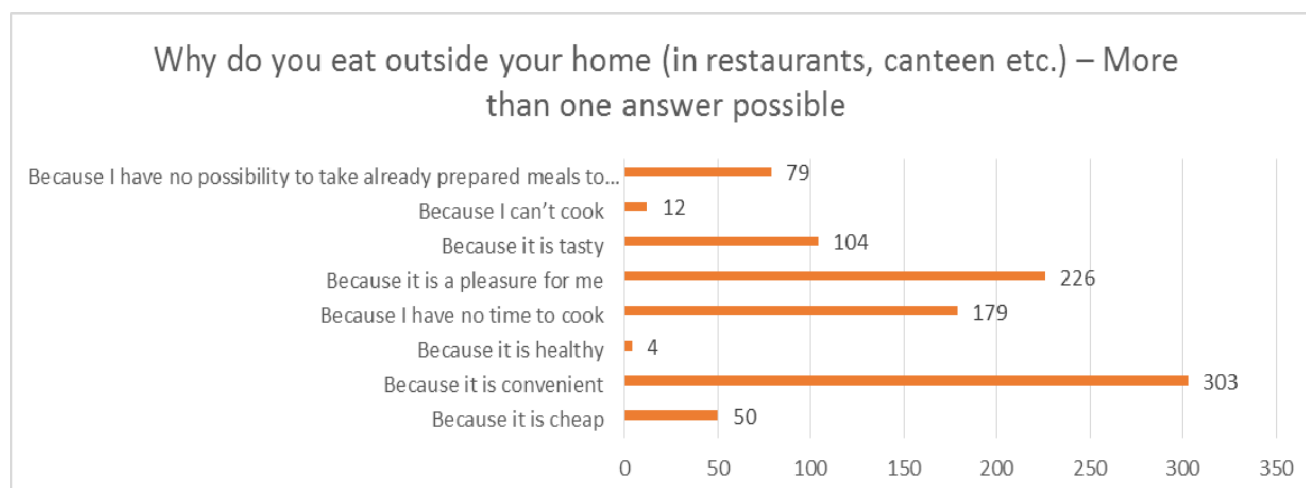
Less than 15% eat out once a month or more often, most frequently in canteens at school/workplace. Few respondents visit more formal restaurants several times a month or more often.

People living in villages do not eat out less often than those from big cities, they even attend more fast food restaurants.



Question 37: Why do you eat outside your home (in restaurants, canteen etc.) – More than one answer possible

Why do you eat outside your home (in restaurants, canteen etc.) - More than one answer possible		
Answer Options	Response Percent	Response Count
Because it is cheap	8,4%	50
Because it is convenient	50,8%	303
Because it is healthy	0,7%	4
Because I have no time to cook	30,0%	179
Because it is a pleasure for me	37,9%	226
Because it is tasty	17,4%	104
Because I can't cook	2,0%	12
Because I have no possibility to take already prepared meals to work/school (no storage place etc.)	13,2%	79
<i>answered question</i>		597
<i>skipped question</i>		0



The reasons why people eat out are by decreasing order of importance, convenience, pleasure and lack of time. Health considerations (only 0,4% of the responses) are not a determining factor in more emotional and spontaneous decision-making processes.

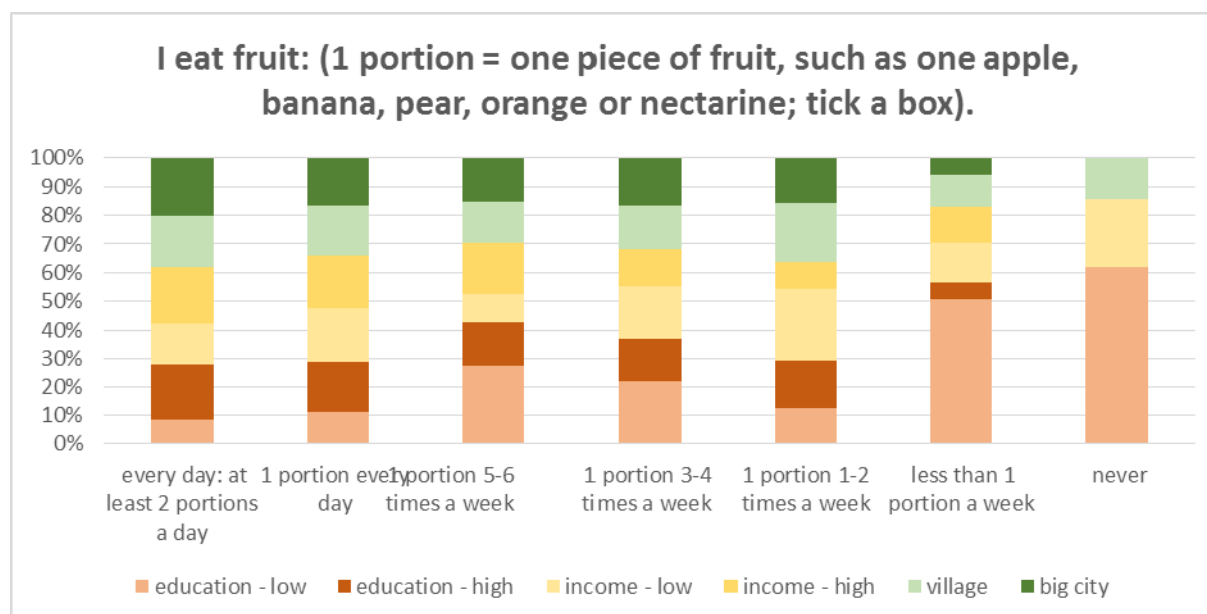


ZERO MEASUREMENT SURVEY RESULTS

Question 38: I eat fruit: (1 portion = one piece of fruit, such as one apple, banana, pear, orange or nectarine; tick a box).

I eat fruit: (1 portion = one piece of fruit, such as one apple, banana, pear, orange or nectarine; tick a box).		
Answer Options	Response Percent	Response Count
every day: at least 2 portions a day	30,2%	180
1 portion every day	31,3%	187
1 portion 5-6 times a week	11,4%	68
1 portion 3-4 times a week	15,4%	92
1 portion 1-2 times a week	8,5%	51
less than 1 portion a week	2,8%	17
Never	0,3%	2

	education		income		place of living	
	Low	high	low	high	village	big city
every day: at least 2 portions a day	12,8%	31,1%	22,9%	30,8%	28,2%	31,8%
1 portion every day	20,5%	33,6%	35,4%	34,6%	32,8%	31,4%
1 portion 5-6 times a week	20,5%	11,4%	7,3%	13,5%	10,9%	11,3%
1 portion 3-4 times a week	23,1%	15,2%	18,8%	13,5%	15,5%	17,3%
1 portion 1-2 times a week	5,1%	6,9%	10,4%	3,8%	8,6%	6,4%
less than 1 portion a week	15,4%	1,8%	4,2%	3,8%	3,4%	1,8%
Never	2,6%	0,0%	1,0%	0,0%	0,6%	0,0%





More than half of the respondents declared to eat one fruit on a daily basis. Only a small percentage never eats fruit or does it less than once a week.

People with high SES eat significantly more fruit. Better education makes the difference. Differences in income situation or living places have a lower impact.

Question 39: I eat vegetables: (1 portion = about 80 gr, tick a box).

I eat vegetables: (1 portion = about 80 gr, tick a box).		
Answer Options	Response Percent	Response Count
every day: at least 2 portions a day	18,6%	111
1 portion every day	31,5%	188
1 portion 5-6 times a week	14,6%	87
1 portion 3-4 times a week	17,4%	104
1 portion 1-2 times a week	12,9%	77
less than 1 portion a week	4,4%	26
Never	0,7%	4
<i>answered question</i>		597
<i>skipped question</i>		0

Answer Options	education		income		place of living	
	Low	high	low	high	village	big city
every day: at least 2 portions a day	5,1%	21,3%	14,6%	11,5%	14,9%	20,5%
1 portion every day	33,3%	31,5%	29,2%	42,3%	32,8%	33,6%
1 portion 5-6 times a week	12,8%	15,0%	14,6%	11,5%	12,1%	13,1%
1 portion 3-4 times a week	17,9%	18,1%	15,6%	21,2%	17,8%	20,5%
1 portion 1-2 times a week	17,9%	9,6%	17,7%	11,5%	15,5%	9,9%
less than 1 portion a week	10,3%	3,8%	7,3%	1,9%	5,7%	2,1%
Never	2,6%	0,7%	1,0%	0,0%	1,1%	0,4%

The frequency of vegetables consumption is slightly different than that of fruit. Fewer respondents (10%) eat a portion of vegetables per day. A rather high percentage eats a portion of vegetables less than twice a week.

Around half of respondents eat less than 2 portions of fruit and vegetables a day, which is a far cry from the commonly suggested 5 a day.

People of higher SES eat fruit and vegetables more often. Education is the most influencing factor.



ZERO MEASUREMENT SURVEY RESULTS

Question 40-43: How often do you eat fruit and vegetables during which season?

How often do you eat fruit and vegetables during the summer?								
Answer Options	Not at all	several times a month	once a week	several times a week	Once a day	Several times a day	Rating Average	Response Count
Fresh fruit	1	11	14	97	121	353	5,32	597
Canned fruit	349	216	24	6	1	1	1,49	597
Frozen fruit	414	154	16	6	4	3	1,39	597
Raw vegetables	17	33	35	175	156	181	4,61	597
Canned vegetables	319	224	42	12	0	0	1,58	597
Frozen vegetables	280	233	60	22	1	1	1,72	597
<i>answered question</i>								597
<i>skipped question</i>								0

How often do you eat fruit and vegetables during the autumn ?								
Answer Options	Not at all	several times a month	once a week	several times a week	Once a day	Several times a day	Rating Average	Response Count
Fresh fruit	1	38	55	146	195	162	4,64	597
Canned fruit	272	268	39	13	3	2	1,68	597
Frozen fruit	276	241	49	25	4	2	1,74	597
Raw vegetables	16	69	74	192	158	88	4,12	597
Canned vegetables	235	262	66	29	3	2	1,84	597
Frozen vegetables	131	295	92	70	6	3	2,22	597
<i>answered question</i>								597
<i>skipped question</i>								0



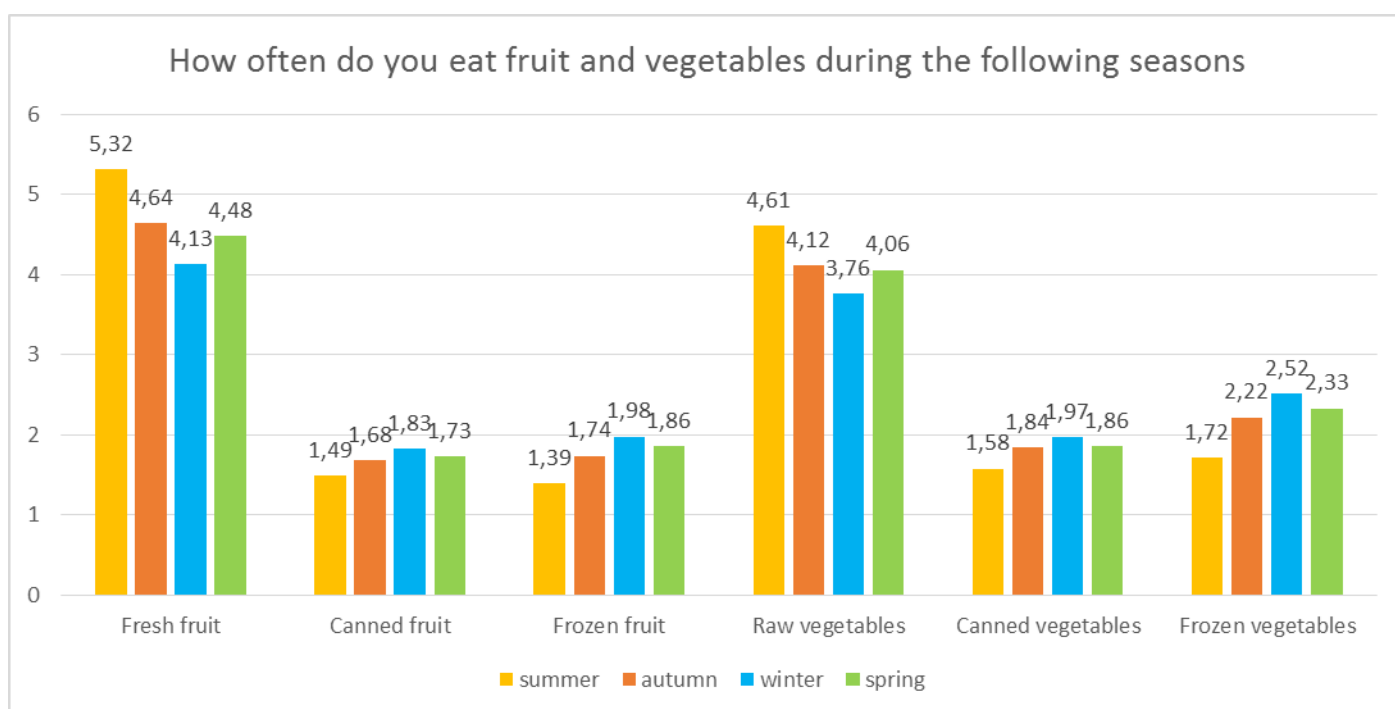
ZERO MEASUREMENT SURVEY RESULTS

How often do you eat fruit and vegetables during the winter ?								
Answer Options	Not at all	several times a month	once a week	several times a week	Once a day	Several times a day	Rating Average	Response Count
Fresh fruit	9	83	75	169	179	82	4,13	597
Canned fruit	207	314	53	19	2	2	1,83	597
Frozen fruit	188	285	77	42	3	2	1,98	597
Raw vegetables	22	106	103	184	127	55	3,76	597
Canned vegetables	182	299	73	39	4	0	1,97	597
Frozen vegetables	69	293	110	110	13	2	2,52	597
<i>answered question</i>								597
<i>skipped question</i>								0

Question 43: How often do you eat fruit and vegetables during the spring ?								
Answer Options	Not at all	several times a month	once a week	several times a week	Once a day	Several times a day	Rating Average	Response Count
Fresh fruit	3	52	59	161	183	139	4,48	597
Canned fruit	251	287	36	18	1	4	1,73	597
Frozen fruit	232	267	63	24	7	4	1,86	597
Raw vegetables	16	81	77	188	146	89	4,06	597
Canned vegetables	220	282	61	27	4	3	1,86	597
Frozen vegetables	97	306	111	70	11	2	2,33	597
<i>skipped question</i>								0



ZERO MEASUREMENT SURVEY RESULTS



Respondents prefer to eat during:

Summer: fresh FRUIT AND VEGETABLES (at least once day).

Autumn: fresh FRUIT AND VEGETABLES but rather less frequently (several times a week).

Winter and spring: domination of consumption of fresh fruit and vegetables, but with increased consumption of frozen ingredients.

Canned fruit and vegetables are not so common.



ZERO MEASUREMENT SURVEY RESULTS

Question 44: How often did you eat the following food items in the past month?

How often did you eat the following food items in the past month?

Answer Options	Not at all	Several times a month	Once a week	Several times a week	Once a day	Several times a day	Rating Average	Response Count
Soup	4	66	86	272	161	8	3,91	597
Cooked vegetables	21	105	98	262	103	8	3,58	597
Roasted vegetables	196	204	112	64	18	3	2,18	597
Raw vegetables	29	105	79	208	120	56	3,76	597
Canned vegetables	278	229	58	27	3	2	1,75	597
Frozen vegetables	187	256	90	60	4	0	2,06	597
Pickled vegetables	281	201	69	44	1	1	1,80	597
Jams/Marmalade	92	206	136	131	22	10	2,69	597
Cooked potatoes	3	42	70	363	118	1	3,93	597
Baked/fried potatoes	176	226	108	78	8	1	2,19	597
Rice	25	213	184	159	14	2	2,88	597
Pasta	6	161	207	209	12	2	3,11	597
Bakery products	3	23	4	72	201	294	5,22	597
Fresh fruit	5	37	32	156	201	166	4,69	597
Canned fruit	345	192	32	22	2	4	1,59	597
Frozen fruit	325	186	49	27	8	2	1,68	597
100 % fruit juice	80	163	89	143	77	45	3,18	597
Other juice	149	166	76	121	55	30	2,76	597
<i>answered question</i>								597
<i>skipped question</i>								0

	education		income		place of living	
	low	high	low	high	village	big city
Soup	3,90	3,94	3,93	3,79	4,06	3,78
Cooked vegetables	3,49	3,66	3,31	3,60	3,44	3,65
Roasted vegetables	2,08	2,26	2,00	2,12	2,10	2,23
Raw vegetables	3,33	3,90	3,48	3,79	3,59	3,89
Canned vegetables	1,97	1,77	1,58	1,83	1,71	1,80
Frozen vegetables	2,21	2,10	2,00	2,17	2,06	2,05
Pickled vegetables	1,90	1,83	1,61	1,92	1,84	1,78
Jams/Marmalade	2,87	2,71	2,52	2,54	2,78	2,76
Cooked potatoes	4,08	3,89	3,96	3,81	3,97	3,89
Baked/fried potatoes	2,36	2,18	2,25	2,12	2,22	2,11
Rice	2,79	2,90	2,78	2,96	2,84	2,93
Pasta	3,28	3,08	3,08	3,13	3,05	3,13
Bakery products	5,28	5,24	5,24	5,42	5,20	5,31
Fresh fruit	4,13	4,79	4,54	4,85	4,61	4,77



ZERO MEASUREMENT SURVEY RESULTS

Canned fruit	1,74	1,57	1,60	1,42	1,63	1,60
Frozen fruit	1,85	1,66	1,73	1,46	1,82	1,63
100 % fruit juice	3,00	3,24	2,89	3,29	3,11	3,22
Other juice	3,18	2,65	2,81	3,02	2,74	2,70

During the winter month preceding the survey, the most consumed products on a daily basis were bakery products, followed by fresh fruit. Roasted, canned, pickled and frozen vegetables were consumed very little, so were canned and frozen fruit.

Cooked potatoes were eaten most frequently (several times a week), followed by cooked vegetables, soup, pasta and fresh fruit.

People with higher levels of education tend to eat more raw vegetables and fresh fruit, less cooked potatoes, frozen or canned ingredients. The more people earn though, the more canned and frozen ingredients they consume. In Poland canned fruit and vegetables e.g. canned pineapples or peaches but also beans, corn or peas are much more expensive than fresh produce. They also drink 100% fruit juice more often.

People living in rural areas do not eat more fresh fruit and vegetables, despite the fact that many households have their own garden.

Conclusions

The consumption of fruit and vegetables among respondents is extremely low, around half of them eat less than 2 portions a day favouring fruit over vegetables.

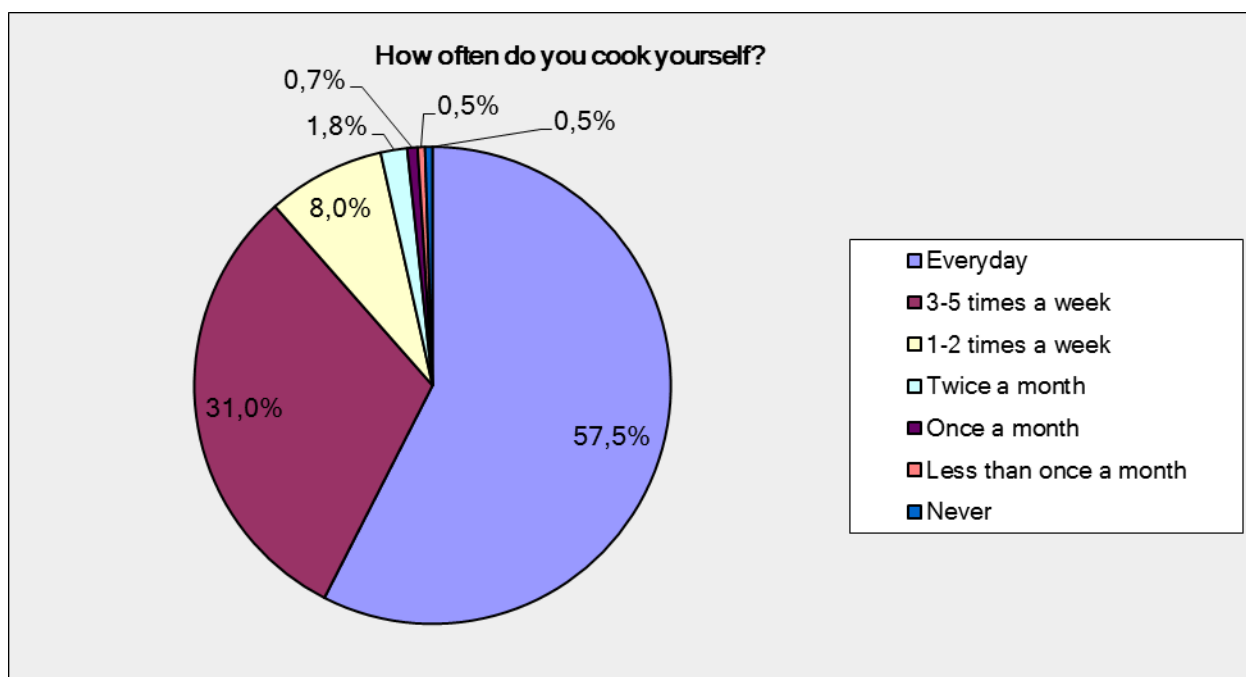
The question is whether people have the knowledge and understanding to translate the recommended intake of fruit and vegetables into the tangible quantities they actually eat?



2.1.7. Cooking habits

Question 45: How often do you cook yourself?

How often do you cook yourself?		
Answer Options	Response Percent	Response Count
Everyday	57,5%	343
3-5 times a week	31,0%	185
1-2 times a week	8,0%	48
Twice a month	1,8%	11
Once a month	0,7%	4
Less than once a month	0,5%	3
Never	0,5%	3
<i>answered question</i>		597
<i>skipped question</i>		0





ZERO MEASUREMENT SURVEY RESULTS

Answer Options	education		Income		place of living	
	low	high	Low	high	village	big city
Everyday	61,5%	55,5%	60,4%	48,1%	59,2%	56,2%
3-5 times a week	10,3%	35,3%	27,1%	46,2%	27,6%	32,2%
1-2 times a week	17,9%	7,4%	7,3%	3,8%	8,6%	7,4%
Twice a month	5,1%	0,9%	2,1%	0,0%	1,7%	2,8%
Once a month	0,0%	0,2%	1,0%	0,0%	0,6%	0,7%
Less than once a month	0,0%	0,4%	1,0%	0,0%	0,6%	0,7%
Never	5,1%	0,2%	1,0%	1,9%	1,7%	0,0%

Question 46: What is your attitude towards cooking? More than one answer possible.

What is your attitude towards cooking? More than one answer possible		
Answer Options	Response Percent	Response Count
I like cooking	60,8%	363
I don't mind cooking	41,5%	248
I cook, but actually I don't like it	12,2%	73
I would like to learn how to cook	8,9%	53
I don't have time to cook	6,9%	41
I don't like cooking and I don't do this	0,5%	3
answered question		597
skipped question		0

More than half of them declared to cook every day and next to a third cook nearly every day.

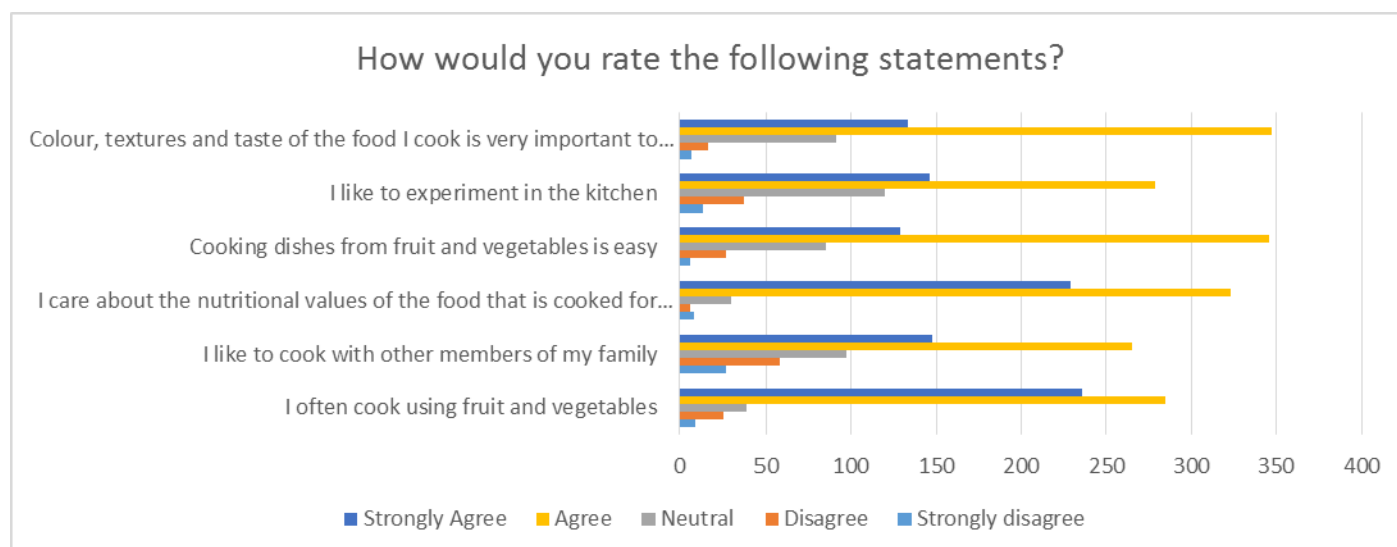
71,8% of respondents with low education cook only 3 or more times a week, whereas 90,8% of university degree holders cook with the same frequency.

Most respondents declared to like cooking (60.8 %) or at least not to mind (41.5 %). Only a small number of people don't like cooking.



ZERO MEASUREMENT SURVEY RESULTS

Question 47: How would you rate the following statements?



How would you rate the following statements?							
Answer Options	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	Rating Average	Response Count
Colour, textures and taste of the food I cook is very important to me	7	17	91	347	133	3,98	595
I like to experiment in the kitchen	14	38	120	279	146	3,85	597
Cooking dishes from fruit and vegetables is easy	6	27	85	346	129	3,95	593
I care about the nutritional values of the food that is cooked for my family	8	6	30	323	229	4,27	596
I like to cook with other members of my family	27	58	97	265	148	3,75	595
I often cook using fruit and vegetables	9	26	39	285	236	4,20	595
<i>answered question</i>							597
<i>skipped question</i>							0

What is relevant to people are nutritional values, ingredients as well as ease and pleasure coming from the environment they cook in e.g. cooking within relatives/friends, experimentation.



Question 48: Do the dishes that are prepared at home in your family (by any of the members of your family) contain in your opinion enough fruit and vegetables?

Do the dishes that are prepared at home in your family (by any of the members of your family) contain in your opinion enough fruit and vegetables?		
Answer Options	Response Percent	Response Count
Yes	40,7%	243
No	59,3%	354
<i>answered question</i>		597
<i>skipped question</i>		0

	education		income		place of living	
	low	high	low	high	Village	big city
Yes	53,8%	38,3%	46,9%	34,6%	37,4%	37,5%
No	46,2%	61,7%	53,1%	65,4%	62,6%	62,5%

Nearly everybody knows that eating fruit and vegetables is good for a variety of reasons. but they might have trouble attributing the benefits they know about to the quantities they eat. Over 40% of respondents are convinced that they eat enough fruit and vegetables, although according to questions 38 and 39 half of respondents eat less than 2 portions a day proving that people are not really aware of how much fruit and vegetables they should consume. Respondents of higher SES are more critical of themselves (they find that they do not eat enough fruit and vegetables) although they consume more than people of low SES .

There is potential to improve the situation with clear informative messages and explanations to encourage people to buy, eat and cook responsibly, especially directed at those of low SES.

Question 49

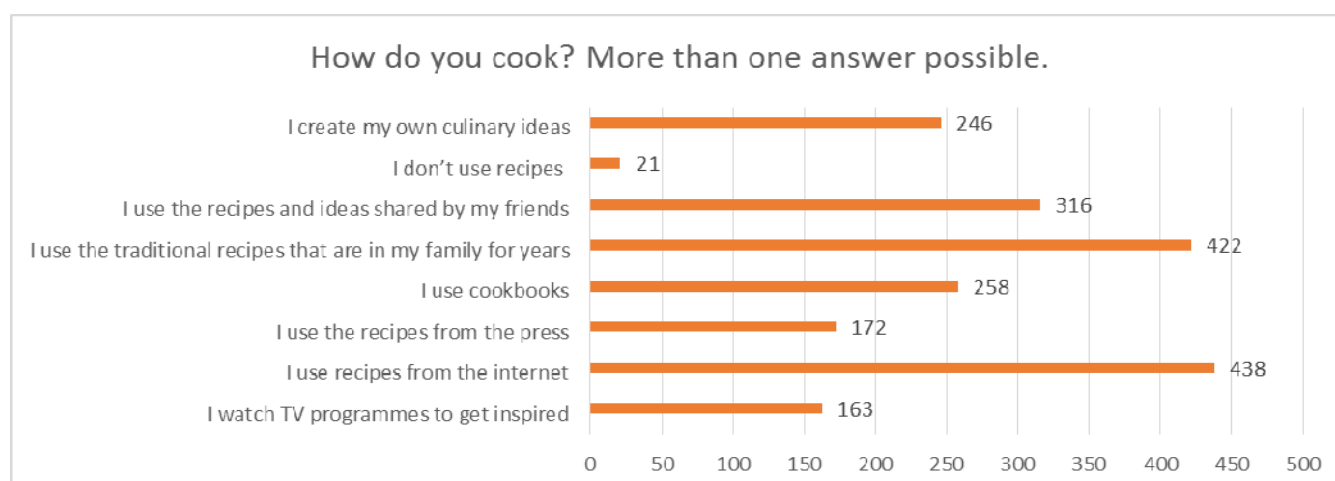
Why do you or other members of your family use fruit and vegetables in the kitchen? More than one answer possible.

Why do you or other members of your family use fruit and vegetables in the kitchen? More than one answer possible		
Answer Options	Response Percent	Response Count
Because they are tasty	86,9%	519
Because they are healthy	94,6%	565
Because they give a lot of possibilities	46,1%	275
Because it is easy to prepare dishes with fruit and vegetables	39,0%	233
We don't use fruit and vegetables during cooking	1,0%	6



Question 50: How do you cook? More than one answer possible.

How do you cook? More than one answer possible.		
Answer Options	Response Percent	Response Count
I watch TV programmes to get inspired	27,3%	163
I use recipes from the internet	73,4%	438
I use the recipes from the press	28,8%	172
I use cookbooks	43,2%	258
I use the traditional recipes that are in my family for years	70,7%	422
I use the recipes and ideas shared by my friends	52,9%	316
I don't use recipes	3,5%	21
I create my own culinary ideas	41,2%	246
answered question		597
skipped question		0



Consistent with previous questions, health aspects and taste are the main factors justifying the consumption of fruit and vegetables. Tradition and habits but also exploring new ways of cooking (Internet) are the most important drivers of cooking habits.

Conclusions

Women have begun to experiment and diversify, but new ways of communicating eating issues other than the internet are not yet sufficiently accessible or widespread. This is part of a larger social evolution where food does no longer only respond to physiological needs, but becomes part of a cultural identity based on more emotional values related to pleasure, creativity, eye-catchiness, colours, beauty or seduction.

Promoting modern, healthier recipes can pave the way to make habits change from tradition to creating culinary pleasures with a healthier perspective.



2.2. PEOPLE 65 y. and OLDER

2.2.1. Introduction

Country : Poland

Target group: people 65 years and older

Number of responses (questionnaires): 740

56,8% of the respondents live in Kujawsko-Pomorskie (420) and 43,2% in Podkarpackie (320).

71,8% of respondents amongst were women.



2.2.2. Basic information about respondents

Question 9: Number of people in the household

Number of people in the household		
Answer Options	Response Percent	Response Count
1	31,4%	232
2	21,4%	158
3	13,8%	102
4	8,2%	61
5	10,7%	79
6	9,7%	72
7	3,1%	23
8	0,8%	6
9	0,7%	5
10	0,1%	1
more than 10	0,1%	1
<i>answered question</i>		740
<i>skipped question</i>		0

Answer Options	education		income		place of living	
	low	high	Low	high	village	big city
1	35,8%	15,6%	44,6%	2,9%	15,2%	48,1%
2	17,1%	36,7%	15,5%	28,6%	14,8%	20,3%
3	13,8%	12,2%	10,8%	15,7%	12,6%	12,8%
4	8,2%	11,1%	5,8%	11,4%	9,4%	6,7%
5	10,8%	13,3%	10,4%	11,4%	17,9%	5,2%
6	8,9%	8,9%	9,4%	21,4%	19,7%	4,6%
7	3,3%	2,2%	1,8%	5,7%	7,2%	1,4%
8	0,7%	0,0%	0,7%	1,4%	1,3%	0,6%
9	0,9%	0,0%	0,7%	1,4%	0,9%	0,3%
10	0,2%	0,0%	0,0%	0,0%	0,4%	0,0%
more than 10	0,2%	0,0%	0,4%	0,0%	0,4%	0,0%

The average household in this sample records 2.97 persons, which corresponds approximately to the regional averages as reported by the Polish statistical office.

The majority (48.1%) of older people living on their own have a low socio-economic profile and live in big cities.



Question 10: Sex of people in the household

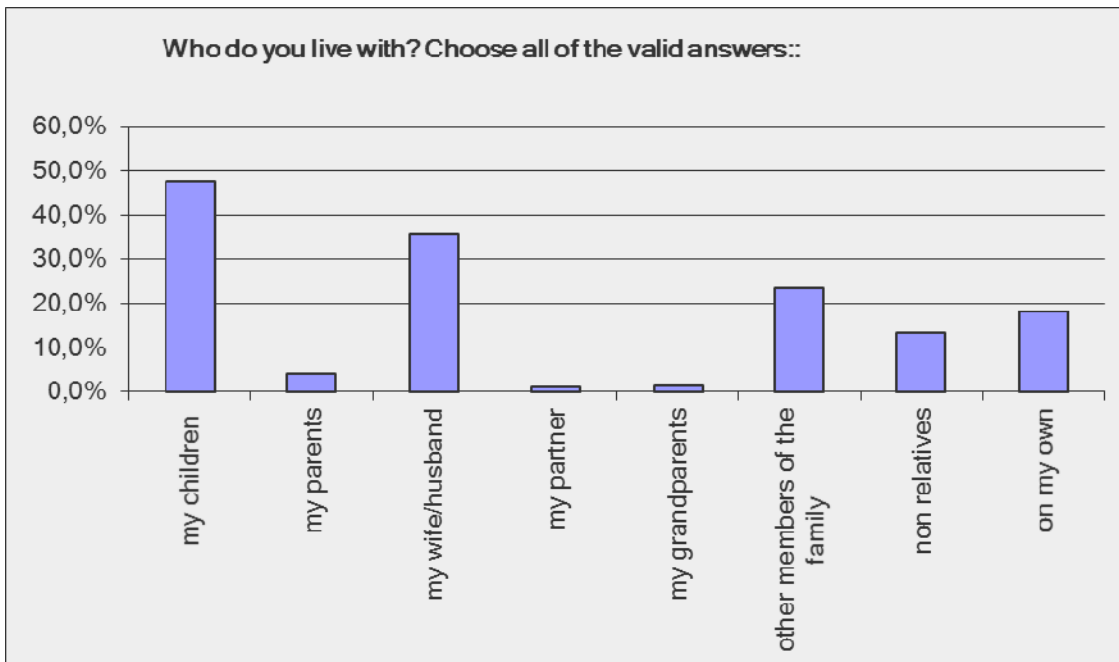
Gender of the people in the household			
Answer Options	Female	Male	Response Count
person 1	542	194	736
person 2	302	193	495
person 3	185	147	332
person 4	103	138	241
person 5	71	109	180
person 6	40	68	108
person 7	13	24	37
person 8	6	7	13
			Question Totals
<i>answered question</i>			740
<i>skipped question</i>			0

Question 16: Who do you live with?

Who do you live with? Choose all of the valid answers:		
Answer Options	Response Percent	Response Count
my children	47,7%	353
my parents	4,1%	30
my wife/husband	35,8%	265
my partner	1,1%	8
my grandparents	1,4%	10
other members of the family	23,4%	173
non relatives	13,5%	100
on my own	18,2%	135
<i>answered question</i>		740
<i>skipped question</i>		0



ZERO MEASUREMENT SURVEY RESULTS



Conclusions

740 families representing approximately 2,200 people completed the zero measurement questionnaire.

Nearly half of 65 + people live with their children, the rest either lives on their own or with their partner.

Both regions were equally represented.



2.2.3. Socio-economic issues

Question 17: Your highest level of education

Your highest level of education:		
Answer Options	Response Percent	Response Count
primary school	30,0%	222
vocational education	27,7%	205
high school	30,1%	223
Bachelor degree	3,8%	28
Masters degree	7,2%	53
Postgraduate	1,2%	9
<i>answered question</i>		740
<i>skipped question</i>		0

In both regions the share of those holding only a primary education is pretty high (30%), only 12% of the older people graduated from university. Nearly two third of the respondents benefitted from vocational training or high school.

Question 18: Your partner's highest level of education

Your partner's highest level of education:		
Answer Options	Response Percent	Response Count
primary school	7,7%	57
vocational education	18,0%	133
high school	20,3%	150
Bachelor degree	3,2%	24
Masters degree	5,3%	39
Postgraduate	0,3%	2
I don't have a partner	45,3%	335
<i>answered question</i>		740
<i>skipped question</i>		0



Question 19: Your occupation

Your occupation		
Answer Options	Response Percent	Response Count
I'm still at school, studying or doing an apprenticeship	0,3%	2
I have a full time job	2,3%	17
I have a part time job	0,4%	3
Casual employment	0,3%	2
I'm unemployed	0,7%	5
I'm a pensioner/annuitant	94,7%	701
I'm on maternity leave	0,4%	3
I work on my own farm	0,5%	4
I run my own business	0,4%	3
<i>answered question</i>		740
<i>skipped question</i>		0

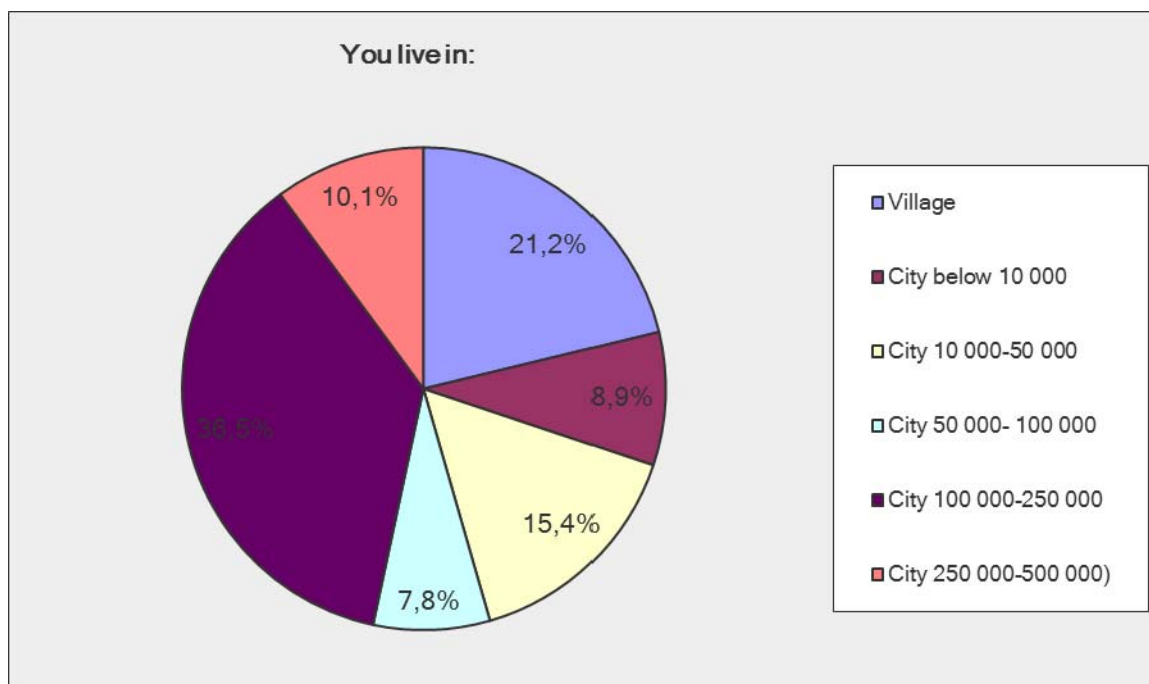
Nearly 95% of respondents are pensioners or annuants. Less than 4% are still economically active.

Question 20: You live in:

You live in:		
Answer Options	Response Percent	Response Count
Village	21,2%	157
City below 10 000	8,9%	66
City 10 000-50 000	15,4%	114
City 50 000- 100 000	7,8%	58
City 100 000-250 000	36,5%	270
City 250 000-500 000)	10,1%	75
<i>answered question</i>		740
<i>skipped question</i>		0



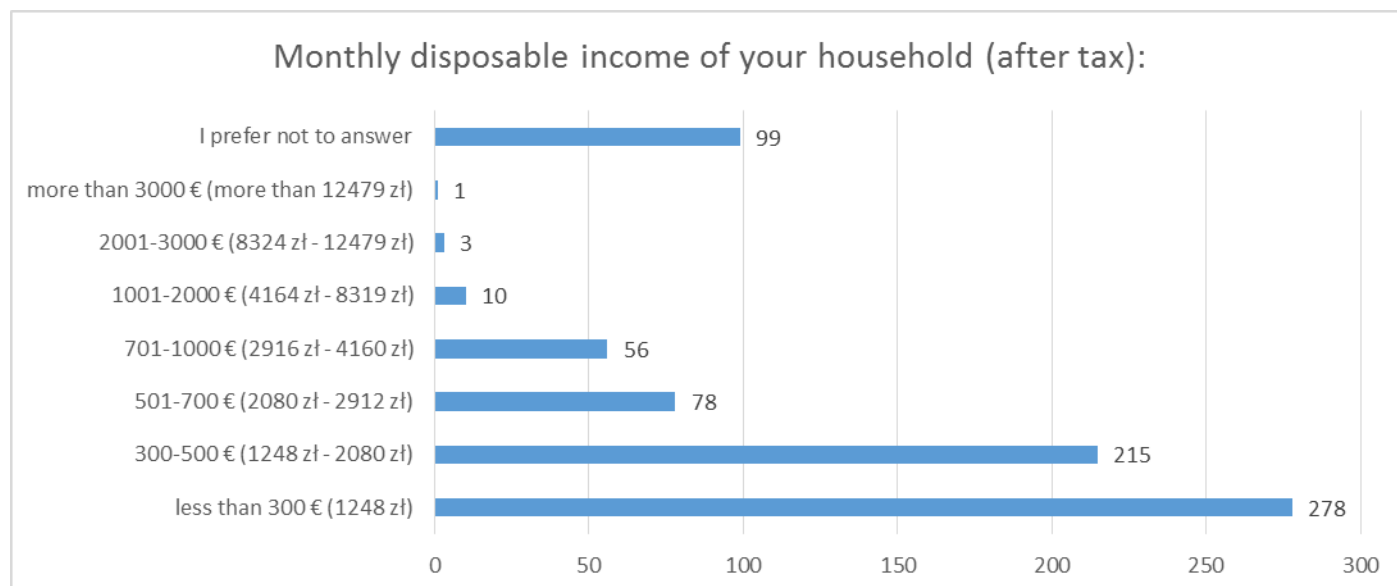
ZERO MEASUREMENT SURVEY RESULTS



Distribution points were exclusively located in the cities, nevertheless about 30% of the respondents living in rural areas (villages and towns below 10 000 inhabitants) made it there to benefit from the "My healthy family" project.



Question 21: Monthly disposable income of your household (after tax):



Conclusions

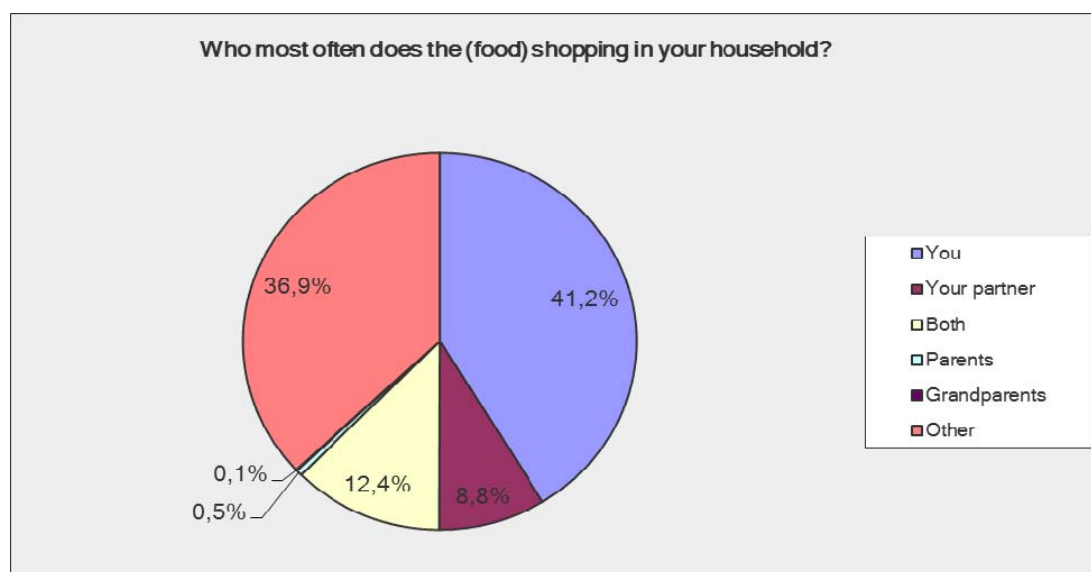
- Based on two of the SES determinants, small income and the low level of education, the group of 65 + is socio-economically rather disadvantaged.
- Nearly 60% of respondents have only graduated from primary or vocational education.
- 66 % of the households have a disposable monthly income that is below 2000 PLN (+/- 500 €)
- Older people often live on their own. Compared to the two other target groups, there are fewer very poor or very rich households.



2.2.4. Shopping habits

Question 22: Who most often does the (food) shopping in your household?

Who most often does the (food) shopping in your household?		
Answer Options	Response Percent	Response Count
You	41,2%	305
Your partner	8,8%	65
Both	12,4%	92
Parents	0,5%	4
Grandparents	0,1%	1
Other	36,9%	273
<i>answered question</i>		740
<i>skipped question</i>		0



Answer Options	Education		income		place of living	
	Low	high	low	high	village	big city
You	36,1%	44,4%	46,4%	37,1%	39,0%	40,9%
Your partner	8,7%	14,4%	6,5%	4,3%	12,1%	6,1%
Both	7,5%	21,1%	7,6%	32,9%	12,1%	9,9%
Parents	0,2%	3,3%	0,4%	0,0%	0,9%	0,3%
Grandparents	0,0%	1,1%	0,4%	0,0%	0,0%	0,0%
Other	47,5%	15,6%	38,8%	25,7%	35,9%	42,9%

Nearly half of respondents shop individually or with their partners.



ZERO MEASUREMENT SURVEY RESULTS

The higher their SES (high education level, high income, living in big cities), the more frequent couples shop together.

In 36,9% of low SES households, especially in big cities, shopping is usually done by others (children supporting parents, social assistance...?).

Question 23: Do you have a specific budget for food-shopping?

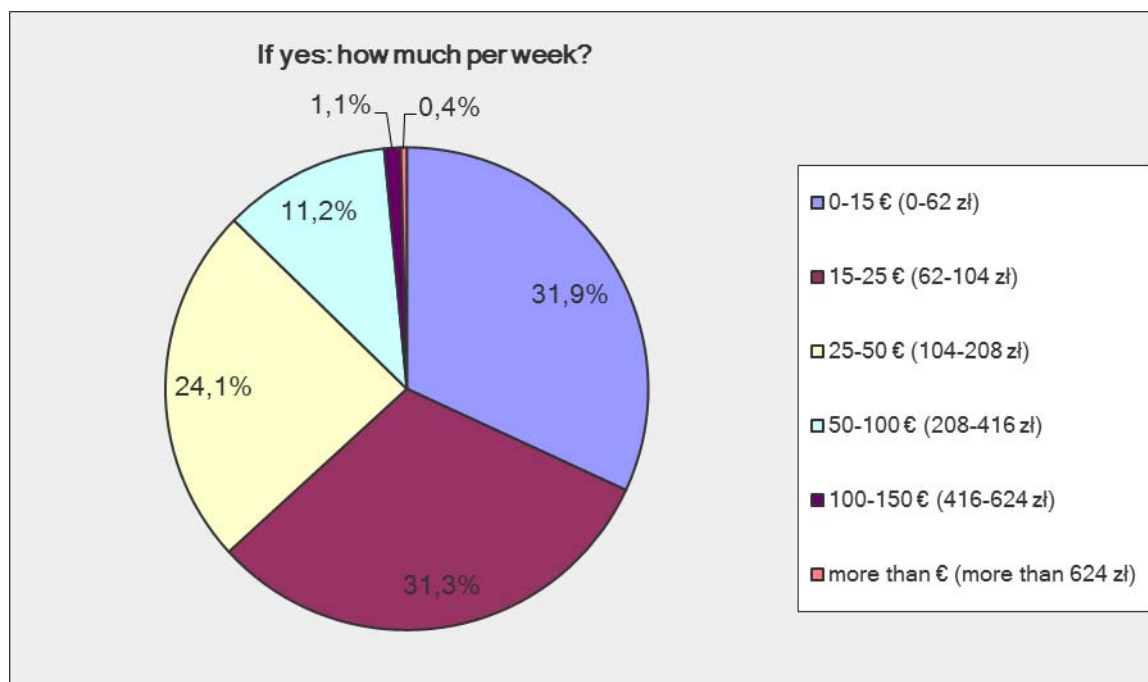
Do you have a specific budget for food-shopping?		
Answer Options	Response Percent	Response Count
Yes	58,1%	430
No	41,9%	310
<i>answered question</i>		740
<i>skipped question</i>		0

Question 24: If yes: how much per week?

If yes: how much per week?		
Answer Options	Response Percent	Response Count
0-15 € (0-62 zł)	31,9%	146
15-25 € (62-104 zł)	31,3%	143
25-50 € (104-208 zł)	24,1%	110
50-100 € (208-416 zł)	11,2%	51
100-150 € (416-624 zł)	1,1%	5
more than 150 € (more than 624 zł)	0,4%	2
<i>answered question</i>		457
<i>skipped question</i>		283



ZERO MEASUREMENT SURVEY RESULTS



Question 25: How much of your expenses on food do you spend on fresh fruit and vegetables?

How much of your expenses on food do you spend on fresh fruit and vegetables?		
Answer Options	Response Percent	Response Count
Less than 20%	68,2%	505
21-40%	27,6%	204
41-60 %	3,6%	27
More than 60%	0,5%	4
<i>answered question</i>		740
<i>skipped question</i>		0

Answer Options	Education		income		place of living	
	Low	high	low	high	village	big city
Less than 20%	74,5%	55,6%	78,4%	55,7%	70,4%	69,9%
21-40%	22,2%	40,0%	19,4%	38,6%	26,0%	25,8%
41-60 %	3,0%	3,3%	1,1%	5,7%	3,1%	4,1%
More than 60%	0,2%	1,1%	1,1%	0,0%	0,4%	0,3%



ZERO MEASUREMENT SURVEY RESULTS

58.1 % of the respondents stated to have a dedicated budget for food shopping below 50 € (over 87.3 % of population fit within these figures). 30 % spend less than 15 € per week on fruit and vegetables.

The average Polish household has a weekly food expenditure of 263,88 zł (c.a. 65,15 €), but in this survey around two thirds of respondents declared spending less than that or the same, probably because "My healthy family" focused on groups with low-income.

Although compared to pregnant women there are less households with lower income, there are considerably more households spending very little on food. The majority (68,2%) of respondents spend less than 20% of total food expenses on fruit and vegetables.

People with higher education and higher income spend more on fruit and vegetables

Question 26: Do you have your own garden/field/fruit trees?

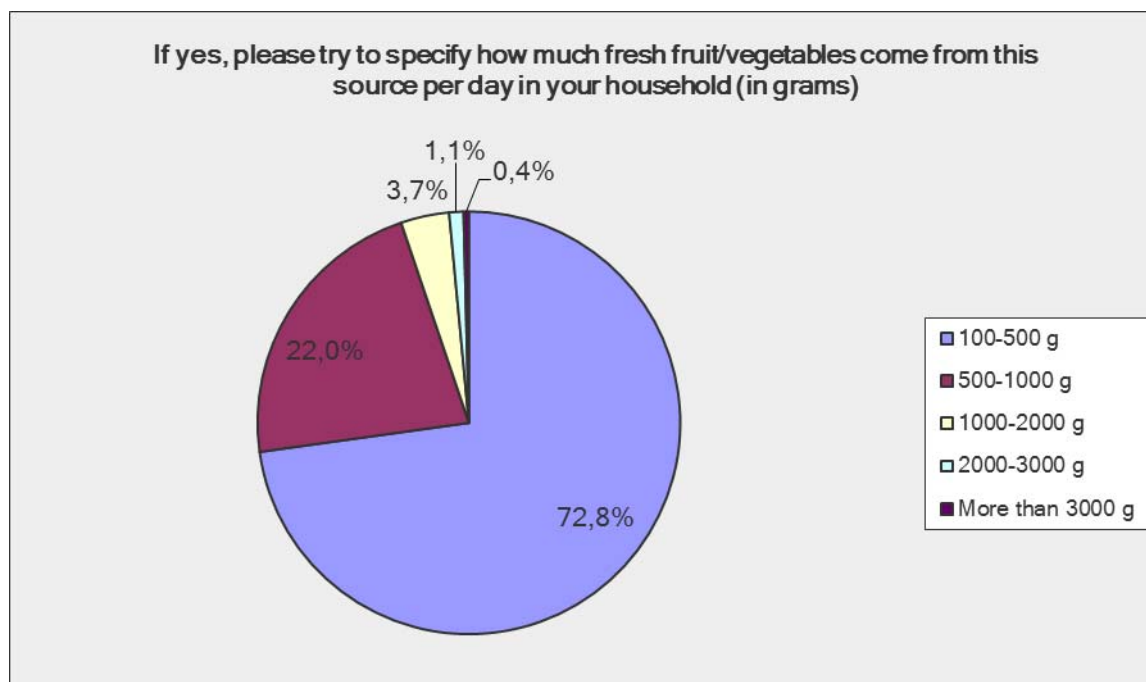
Do you have your own garden/field/fruit trees?		
Answer Options	Response Percent	Response Count
Yes	25,5%	189
No	74,5%	551
<i>answered question</i>		740
<i>skipped question</i>		0

Question 27: If yes, please try to specify how much fresh fruit/vegetables come from this source per day in your household (in grams)

If yes, please try to specify how much fresh fruit/vegetables come from this source per day in your household (in grams)		
Answer Options	Response Percent	Response Count
100-500 g	72,8%	195
500-1000 g	22,0%	59
1000-2000 g	3,7%	10
2000-3000 g	1,1%	3
More than 3000 g	0,4%	1
<i>answered question</i>		268
<i>skipped question</i>		472



ZERO MEASUREMENT SURVEY RESULTS



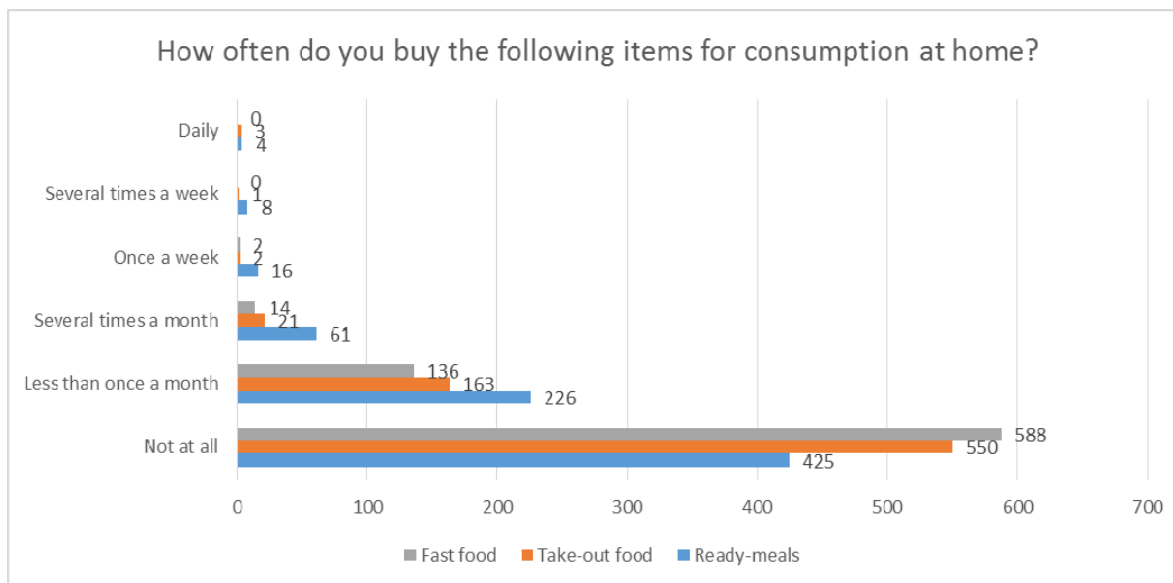
The figures of respondents growing their own fruit and vegetables correspond to the number of people living in villages (21.2%). However, in 72.8% of households with the option of growing their own fruit and vegetables, the daily consumption is declared as being below 500g which represents an average of 160 g per person, making gardening more a hobby than a way of gaining food.

Question 28: How often do you buy the following items for consumption at home?

How often do you buy the following items for consumption at home?								
Answer Options	Not at all	Less than once a month	Several times a month	Once a week	Several times a week	Daily	Rating Average	Response Count
Ready-meals	425	226	61	16	8	4	1,61	740
Take-out food	550	163	21	2	1	3	1,31	740
Fast food	588	136	14	2	0	0	1,23	740
<i>answered question</i>								740
<i>skipped question</i>								0



ZERO MEASUREMENT SURVEY RESULTS



Less than 10% of respondents purchase any of the three items once or more a week. This statistic is even lower than for the families with pregnant women or infants.

Answer Options	Education		Income		place of living	
	Low	high	low	high	Village	big city
Ready-meals	1,55	1,80	1,41	1,73	1,57	1,60
Take-out food	1,26	1,33	1,26	1,44	1,30	1,31
Fast food	1,22	1,32	1,17	1,33	1,27	1,19

People with higher education levels and higher income tend to eat more ready meals and take-out food.

Those living in big cities do not eat more ready made food, contradicting the assumption that a lack of availability of such meals is the reason of limited consumption in rural areas.



ZERO MEASUREMENT SURVEY RESULTS

Question 29: How do you rate the following statements? While buying food products:

How do you rate the following statements? While buying food products:							
Answer Options	Unimportant	Low Importance	Neutral	Important	Very important	Rating Average	Response Count
The price of fresh fruit is	3	17	20	433	267	4,28	740
The price of raw vegetables is	3	18	31	434	254	4,24	740
The origin of my food is	5	17	48	399	271	4,24	740
The season of fruit and vegetables is	3	16	43	404	274	4,26	740
<i>answered question</i>							740
<i>skipped question</i>							0

Answer Options	education		Income		place of living	
	Low	high	Low	high	Village	big city
The price of fresh fruit is	4,26	4,18	4,37	4,07	4,30	4,24
The price of raw vegetables is	4,22	4,16	4,34	3,99	4,26	4,20
The origin of my food is	4,15	4,39	4,22	4,34	4,33	4,16
The season of fruit and vegetables is	4,24	4,28	4,22	4,20	4,29	4,21

People of higher income care less about the price.

People with higher education levels and higher income pay more attention to the origin of their food. People living in cities pay less attention to what is grown in any given season where they live and where what they buy comes from.



ZERO MEASUREMENT SURVEY RESULTS

Question 30: How much do you agree with the following statements?

How much do you agree with the following statements?							
Answer Options	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Rating Average	Response Count
Healthy food products are too expensive	21	17	57	411	234	4,11	740
Fast food is not bad for my health	295	216	65	80	84	2,25	740
Sweets once a day are good for me	89	246	209	178	18	2,72	740
Children can have a candy bar in school	89	259	184	195	13	2,71	740
Ready-made meals are as healthy as home-cooked food	262	351	79	29	19	1,91	740
<i>answered question</i>							740
<i>skipped question</i>							0

Answer Options	education		income		place of living	
	low	high	Low	high	Village	big city
Healthy food products are too expensive	4,14	4,06	4,16	3,93	4,21	4,07
Fast food is not bad for my health	2,30	1,99	2,39	2,10	2,26	2,22
Sweets once a day are good for me	2,79	2,51	2,81	2,51	2,78	2,80
Children can have a candy bar in school	2,78	2,50	2,72	2,66	2,80	2,71
Ready-made meals are as healthy as home-cooked food	1,96	1,64	1,97	1,73	1,96	1,90

The overwhelming majority of respondents believes that healthy products are too expensive.

Pre-prepared food seems to have a bad reputation in terms of health, but candies and sweets appear to be largely tolerated. Older people seem to be more tolerant when it comes to children eating candy bars at schools.

Healthy products are perceived as too expensive especially for those with low income.

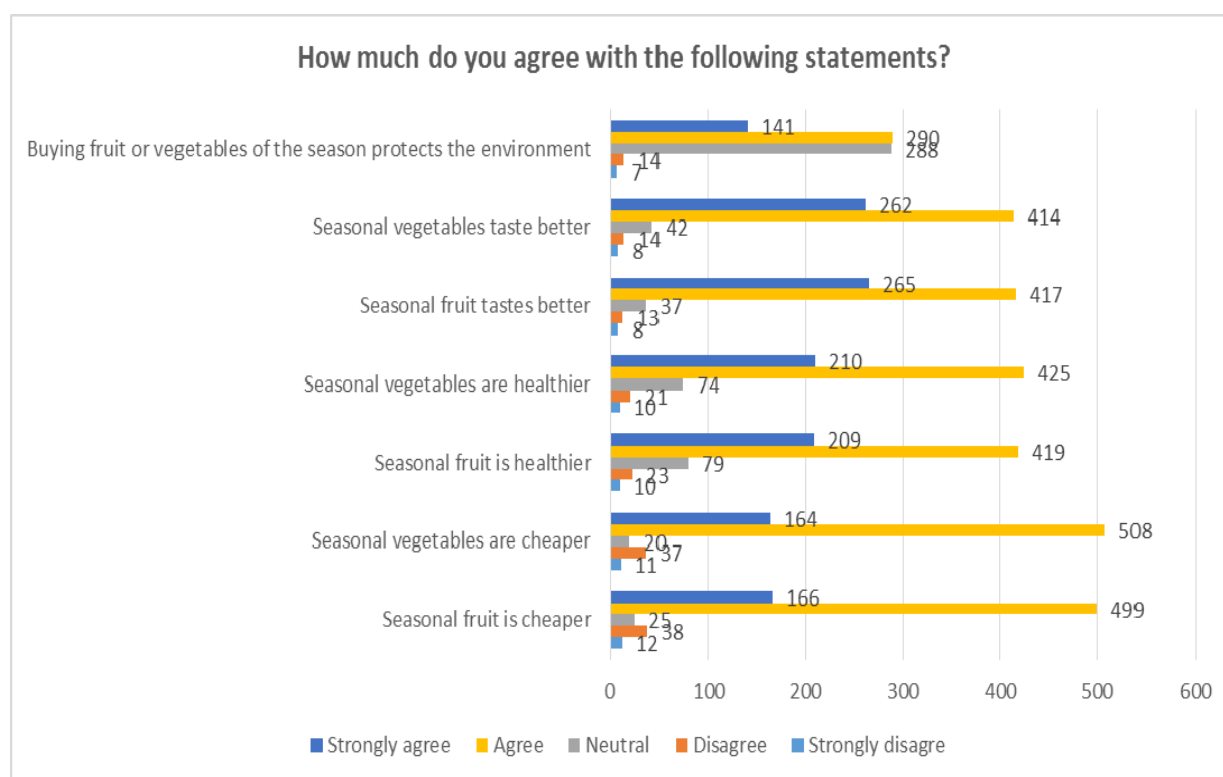
Home-made meals are better appreciated by people of higher SES and particularly by people with high education status.



ZERO MEASUREMENT SURVEY RESULTS

Question 31: How much do you agree with the following statements?

How much do you agree with the following statements?							
Answer Options	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Rating Average	Response Count
Seasonal fruit is cheaper	12	38	25	499	166	4,04	740
Seasonal vegetables are cheaper	11	37	20	508	164	4,05	740
Seasonal fruit is healthier	10	23	79	419	209	4,07	740
Seasonal vegetables are healthier	10	21	74	425	210	4,09	740
Seasonal fruit taste better	8	13	37	417	265	4,24	740
Seasonal vegetables taste better	8	14	42	414	262	4,23	740
Buying fruit or vegetables of the season protects the environment	7	14	288	290	141	3,74	740
<i>answered question</i>							740
<i>skipped question</i>							0





ZERO MEASUREMENT SURVEY RESULTS

Answer Options	education		Income		place of living	
	low	high	low	high	Village	big city
Seasonal fruit is cheaper	4,02	4,10	4,06	4,09	3,93	4,09
Seasonal vegetables are cheaper	4,04	4,09	4,08	4,09	3,96	4,08
Seasonal fruit is healthier	4,06	4,12	4,05	4,17	4,09	4,09
Seasonal vegetables are healthier	4,07	4,13	4,08	4,19	4,11	4,11
Seasonal fruit taste better	4,22	4,32	4,23	4,34	4,28	4,22
Seasonal vegetables taste better	4,22	4,28	4,22	4,31	4,27	4,21
Buying fruit or vegetables of the season protects the environment	3,76	3,80	3,80	3,56	3,79	3,71

Seasonal food is mostly appreciated for its lower price, health and for its taste (environmental concerns seem to be considered less relevant). The belief that seasonal food is better and cheaper is quite widespread among the older participants in Poland.

People of higher SES are more aware that seasonal ingredients are cheaper and healthier, although they do not pay as much attention to the price as people of low income.

Higher educated people are more likely to perceive seasonal fruit and vegetables as cheaper and better tasting than less educated ones with lower income.

Both categories seem to be more or less equally aware of the health benefits of such food.

The impact of seasonality of fruit and vegetables on the environment seems a little bit more important to respondents of higher income.

Conclusions

Although fresh fruit and vegetables are recognised as healthy, the fruit and vegetables expenses are even lower than in the average Polish family. The price seems to be the most common impeding factor, taking into account the small available food budget of the respondents.



2.2.5. Food choice

Question 32: It is important to me that the food I eat on a typical day...

It is important to me that the food I eat on a typical day...							
Answer Options	Unimportant	Low Importance	Neutral	Important	Very important	Rating Average	Response Count
Contains a lot of vitamins and minerals	1	11	38	476	214	4,20	740
Is low in calories	11	44	223	366	96	3,66	740
Is nutritious	0	8	54	515	163	4,13	740
Is low in fat	1	27	153	410	149	3,92	740
Keeps me healthy	1	3	39	424	273	4,30	740
Is high in protein	10	36	285	327	82	3,59	740
Cheers me up	6	41	171	403	119	3,79	740
Looks nice	9	41	138	445	107	3,81	740
Helps me relax	14	72	255	321	78	3,51	740
Has pleasant texture	10	67	229	360	74	3,57	740
Smells nice	1	15	53	495	176	4,12	740
Tastes good	1	5	9	453	272	4,34	740
Is not expensive	4	14	52	431	239	4,20	740
Is easily available in shops	3	9	73	484	171	4,10	740
Is easy to prepare	6	33	110	441	150	3,94	740
<i>answered question</i>							740
<i>skipped question</i>							0

Answer Options	Education		income		place of living	
	low	High	low	high	village	big city
Contains a lot of vitamins and minerals	4,13	4,30	4,22	4,30	4,18	4,21
Is low in calories	3,59	3,86	3,65	3,74	3,61	3,68
Is nutritious	4,10	4,14	4,18	4,14	4,11	4,14
Is low in fat	3,88	4,07	3,94	3,89	3,87	3,90
Keeps me healthy	4,26	4,42	4,32	4,27	4,33	4,25
Is high in protein	3,56	3,63	3,65	3,34	3,54	3,61
Cheers me up	3,78	3,80	3,83	3,76	3,82	3,75
Looks nice	3,79	3,79	3,83	3,74	3,77	3,85
Helps me relax	3,49	3,47	3,53	3,37	3,52	3,50
Has pleasant texture	3,56	3,51	3,62	3,49	3,47	3,62
Smells nice	4,10	4,24	4,14	4,21	4,04	4,18
Tastes good	4,30	4,43	4,36	4,44	4,29	4,37
Is not expensive	4,22	4,06	4,32	3,97	4,24	4,17
Is easily available in shops	4,07	4,04	4,17	4,03	4,11	4,09
Is easy to prepare	3,96	4,01	3,95	3,89	3,94	3,97



ZERO MEASUREMENT SURVEY RESULTS

Common sense is determining respondent's answers. Benefits usually attributed to "good" food e.g. high vitamin and protein content, nutritional aspects are chosen first, followed by more subjective considerations e.g. tastes good, looks nice.

Low fat content and low calories are considered less relevant, which can be linked to Polish traditional cooking which is high in fat and calories.

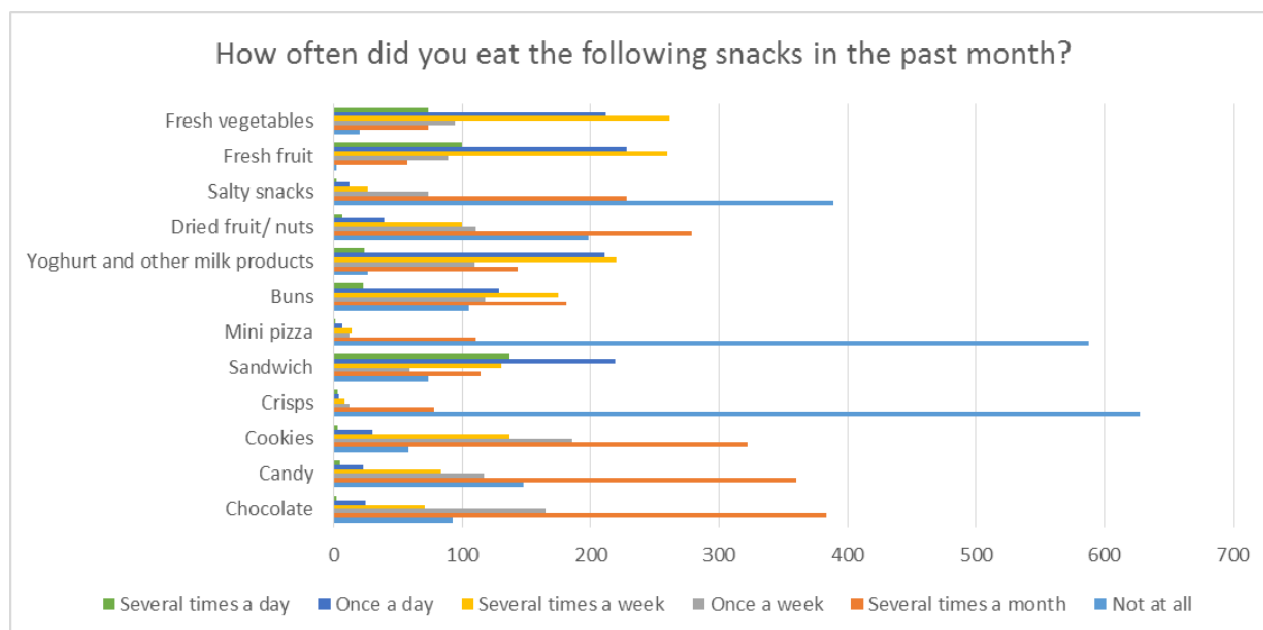
Price ranks in 3rd place.

Question 33: How often did you eat the following snacks in the past month? A snack is a small portion of food generally eaten between meals.

How often did you eat the following snacks in the past month? A snack is a small portion of food generally eaten between meals.								
Answer Options	Not at all	Several times a month	Once a week	Several times a week	Once a day	Several times a day	Rating Average	Response Count
Chocolate	93	384	165	71	25	2	2,40	740
Candy	148	360	117	84	23	5	2,31	737
Cookies	58	322	186	137	30	3	2,68	736
Crisps	628	78	12	9	4	3	1,22	734
Sandwich	74	114	59	131	219	137	3,98	734
Mini pizza	588	111	12	14	7	1	1,29	733
Buns	105	181	118	175	129	23	3,15	731
Yoghurt and other milk products	27	143	110	220	211	24	3,70	735
Dried fruit/ nuts	198	279	111	100	39	7	2,35	734
Salty snacks	389	228	74	27	12	2	1,70	732
Fresh fruit	2	57	89	260	228	100	4,30	736
Fresh vegetables	20	74	94	262	212	74	4,08	736
<i>answered question</i>								740
<i>skipped question</i>								0



ZERO MEASUREMENT SURVEY RESULTS



Answer Options	education		income		place of living	
	low	high	low	high	Village	big city
Chocolate	2,32	2,47	2,31	2,36	2,35	2,39
Candy	2,31	2,38	2,17	2,42	2,28	2,34
Cookies	2,64	2,86	2,58	2,76	2,59	2,70
Crisps	1,23	1,13	1,23	1,16	1,30	1,21
Sandwich	4,09	3,62	4,10	3,81	4,43	3,75
Mini pizza	1,26	1,26	1,28	1,39	1,34	1,28
Buns	3,22	2,89	3,19	3,01	3,40	3,15
Yoghurt and other milk products	3,69	3,63	3,69	3,64	3,65	3,77
Dried fruit/ nuts	2,22	2,54	2,22	2,54	2,33	2,30
Salty snacks	1,73	1,65	1,68	1,57	1,87	1,67
Fresh fruit	4,18	4,49	4,14	4,50	4,10	4,41
Fresh vegetables	3,96	4,11	4,02	4,16	4,02	4,13

Products that are typically known as being bad for one's health (and shape) e.g. crisps, mini pizzas, salty snacks and to a certain extent candy are least consumed. 55% of respondents only eat dried fruit/nuts, which are or should be known for their various benefits, several times a month or less often.

Fresh fruit and sandwiches are claimed to be the most consumed snacks, followed by yoghurt and other milk products.



ZERO MEASUREMENT SURVEY RESULTS

Nevertheless, fruit and vegetables are under-consumed. As for fruit, 20% of respondents eat them less than once a week, whereas as for vegetables the rate is even higher (25%).

People with a higher SES tend to eat chocolate, cookies, yoghurt and other milk products and dried fruit more often. As for consumption of fresh ingredients, people of high SES eat more fruit whereas there are no significant differences in consumption of vegetables. In general, better educated people living in big cities declare to eat less “bad” food less often.

Question 34: What is your favourite snack? Rate from 1 to 12, where 1 is the highest note

Answer Options	education		income		place of living	
	Low	high	Low	high	village	big city
Chocolate	5,79	6,26	5,86	5,81	6,52	5,29
Candy	6,16	6,44	6,27	6,50	6,78	6,07
Cookies	5,64	5,81	5,73	5,40	6,09	5,31
Crisps	9,79	9,78	9,48	10,00	9,85	9,66
Sandwich	4,86	5,42	5,15	5,10	4,54	5,42
Mini pizza	9,51	8,86	9,22	9,19	9,42	9,21
Buns	5,93	6,60	6,05	6,64	6,05	6,10
Yoghurt and other milk products	4,98	4,63	5,15	4,74	4,80	5,09
Dried fruit/ nuts	6,90	6,24	6,87	6,03	6,74	6,83
Salty snacks	8,96	8,79	8,91	9,56	8,93	8,97
Fresh fruit	4,03	3,92	3,97	3,61	3,46	4,31
Fresh vegetables	5,45	5,24	5,34	5,41	4,83	5,73

Fresh fruit are the favourite snack of nearly 47% of, followed by yoghurt and other milk products, and fresh vegetables. Whereas dried fruit and nuts are less appreciated, sandwiches are popular snacks.

Better educated people like chocolate and cookies, as well as fresh fruit best. Those products are also better rated by people with higher income and those living in big cities. In general, products known as being healthy (yoghurt and dried fruit/nuts) are better evaluated by respondents with higher SES, with one exception: people with small incomes like yoghurt better than wealthier respondents.

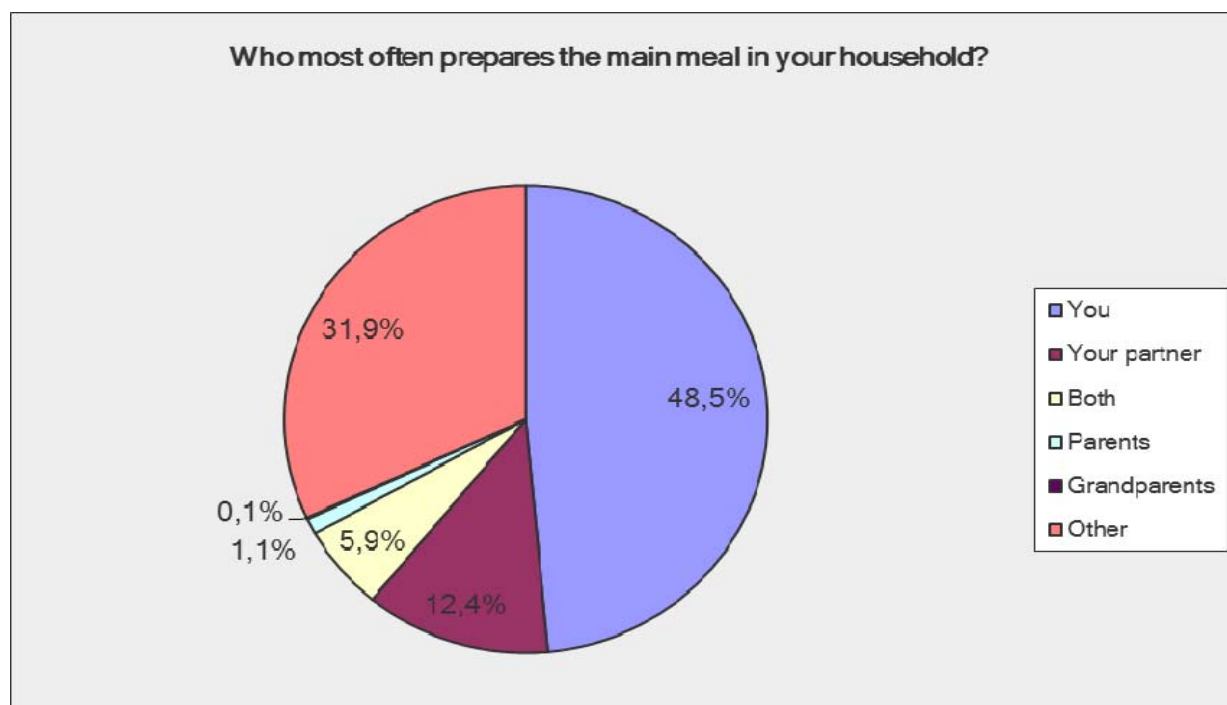
Health issues, availability, personal taste or price are predominant determinants for older people motivating the choice of food they purchase. Although fruit and vegetables claimed to be one of the preferred snacks, they are regarded as too expensive.



2.2.6. Eating habits

Question 35: Who most often prepares the main meal in your household?

Who most often prepares the main meal in your household?		
Answer Options	Response Percent	Response Count
You	48,5%	359
Your partner	12,4%	92
Both	5,9%	44
Parents	1,1%	8
Grandparents	0,1%	1
Other	31,9%	236
<i>answered question</i>		740
<i>skipped question</i>		0



In over 60 % of concerned households, women most frequently collected the fruit and vegetables parcels and then turned them into meals.



Question 36: How often do you eat outside your home?

How often do you eat outside your home?							
Answer Options	Less than once a month	Several times a month	Once a week	Several times a week	Daily	Rating Average	Response Count
Fast food restaurant	731	8	1	0	0	1,01	740
Small local restaurant (casual dining)	705	31	4	0	0	1,05	740
More formal restaurant	734	4	2	0	0	1,01	740
Canteen (at work/school)	666	18	2	15	39	1,30	740
<i>answered question</i>							740
<i>skipped question</i>							0

Answer Options	Education		income		place of living	
	low	High	Low	high	village	big city
Fast food restaurant	1,02	1,01	1,02	1,00	1,01	1,02
Small local restaurant (casual dining)	1,04	1,09	1,03	1,07	1,04	1,06
More formal restaurant	1,00	1,04	1,00	1,01	1,00	1,01
Canteen (at work/school)	1,40	1,08	1,55	1,03	1,05	1,57

Nearly all participants usually eat at home, eating out is very rare in all three target groups.

Less than 8% eat outside once a month or more often, most frequently in canteens at workplaces. Very few respondents go to more formal restaurant several times a month or more often.

Among other reasons e.g. financial considerations, the major factor is the lack of socio-cultural habits of eating out in Poland.

People living in villages do not eat out less often than those from big cities, they even attend more fast food restaurants.

People of low SES eat more frequently in canteens although a majority of them live in rural areas.



ZERO MEASUREMENT SURVEY RESULTS

Question 37: Why do you eat outside your home (in restaurants, canteen etc.) – More than one answer possible

Why do you eat outside your home (in restaurants, canteen etc.) - More than one answer possible.		
Answer Options	Response Percent	Response Count
Because it is cheap	11,6%	86
Because it is convenient	50,8%	376
Because it is healthy	2,8%	21
Because I have no time to cook	11,5%	85
Because it is a pleasure for me	27,8%	206
Because it is tasty	9,3%	69
Because I can't cook	3,8%	28
Because I have no possibility to take already prepared meals to work/school (no storage place etc.)	7,2%	53
	<i>answered question</i>	740
	<i>skipped question</i>	0

The reasons why people eat out are by decreasing order of importance, convenience, pleasure and lack of time. Health considerations (only 0,4% of the responses) are marginal

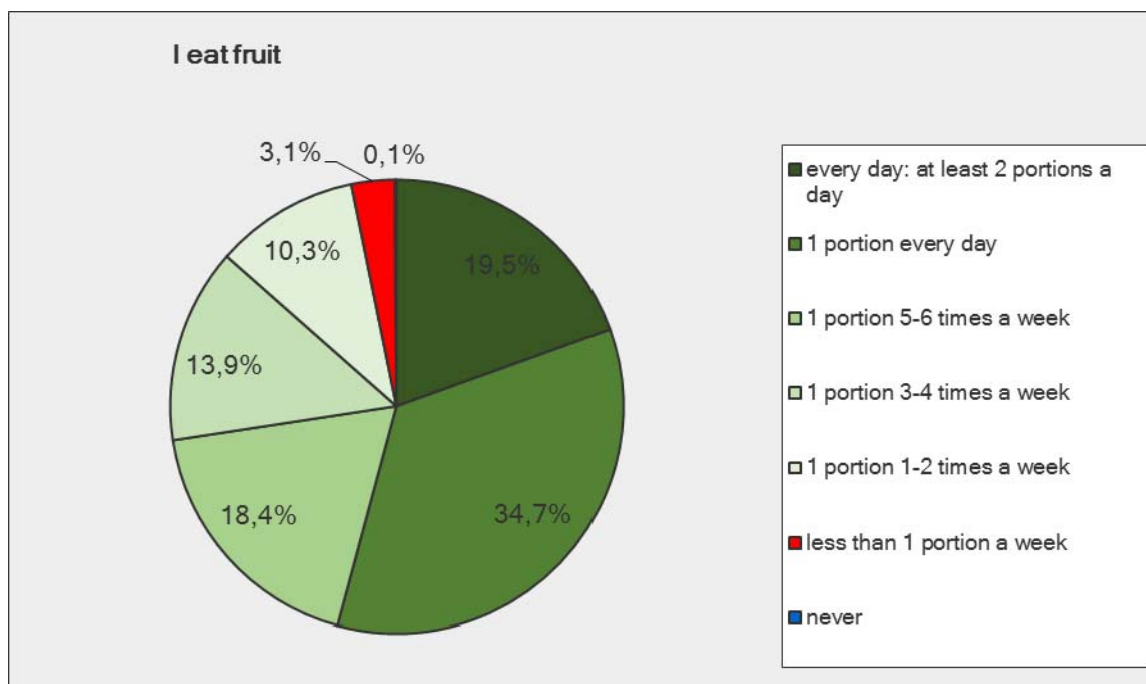
Surprisingly, 81 respondents find eating outside cheap.

Question 38: I eat fruit: (1 portion = one piece of fruit, such as one apple, banana, pear, orange or nectarine; tick a box).

I eat fruit: (1 portion = one piece of fruit, such as one apple, banana, pear, orange or nectarine; tick a box)		
Answer Options	Response Percent	Response Count
every day: at least 2 portions a day	19,5%	144
1 portion every day	34,7%	257
1 portion 5-6 times a week	18,4%	136
1 portion 3-4 times a week	13,9%	103
1 portion 1-2 times a week	10,3%	76
less than 1 portion a week	3,1%	23
Never	0,1%	1
	<i>answered question</i>	740
	<i>skipped question</i>	0



ZERO MEASUREMENT SURVEY RESULTS



Answer Options	education		Income		place of living	
	low	high	Low	High	village	big city
every day: at least 2 portions a day	15,9%	25,6%	17,6%	24,3%	18,8%	17,4%
1 portion every day	31,9%	38,9%	27,3%	45,7%	35,4%	33,9%
1 portion 5-6 times a week	20,8%	11,1%	21,2%	12,9%	15,2%	24,3%
1 portion 3-4 times a week	15,5%	11,1%	17,3%	10,0%	11,2%	13,6%
1 portion 1-2 times a week	12,2%	10,0%	12,2%	5,7%	14,8%	8,4%
less than 1 portion a week	3,5%	3,3%	4,3%	1,4%	4,0%	2,3%
never	0,2%	0,0%	0,0%	0,0%	0,4%	0,0%

More than half of the respondents declared to eat at least one fruit every day. Only a small percentage does never or less than once a week eat a portion of fruit.

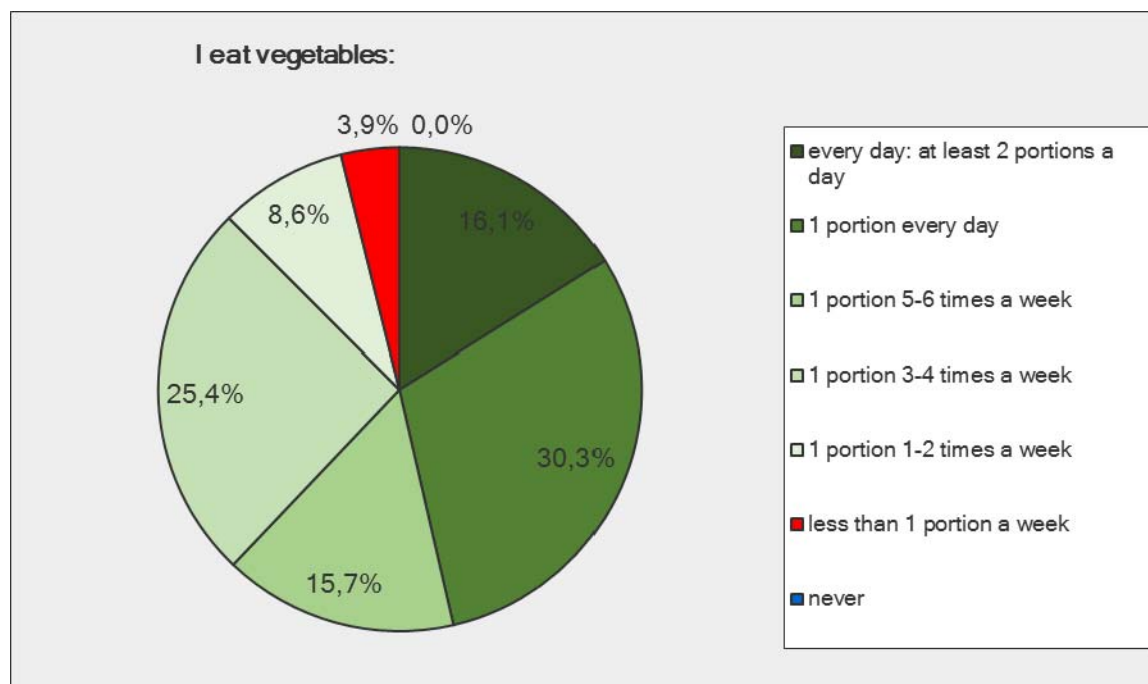
People of high SES eat significantly more fruit than those with a lower profile.



ZERO MEASUREMENT SURVEY RESULTS

Question 39: I eat vegetables: (1 portion = about 80 gr, tick a box).

Answer Options	Response Percent	Response Count
every day: at least 2 portions a day	16,1%	119
1 portion every day	30,3%	224
1 portion 5-6 times a week	15,7%	116
1 portion 3-4 times a week	25,4%	188
1 portion 1-2 times a week	8,6%	64
less than 1 portion a week	3,9%	29
Never	0,0%	0
answered question		740
skipped question		0





ZERO MEASUREMENT SURVEY RESULTS

Answer Options	education		Income		place of living	
	low	high	Low	High	village	big city
every day: at least 2 portions a day	12,4%	22,2%	15,1%	24,3%	14,8%	15,7%
1 portion every day	28,6%	32,2%	27,3%	30,0%	32,3%	28,7%
1 portion 5-6 times a week	15,9%	13,3%	15,1%	12,9%	15,2%	14,8%
1 portion 3-4 times a week	28,3%	22,2%	30,2%	18,6%	20,2%	32,2%
1 portion 1-2 times a week	10,1%	6,7%	7,9%	10,0%	11,7%	5,8%
less than 1 portion a week	4,7%	3,3%	4,3%	4,3%	5,8%	2,9%
Never	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%

The frequency of vegetables consumption is slightly different than that of fruit. Compared to fruit, 10% fewer respondents eat a portion of vegetables per day. 12.5 % eat a portion of vegetables less than twice a week.

People of higher SES eat more fruit and vegetables and more often. Education and income are major determinants.

As for fruit and vegetables consumption, half of the respondents eat less than 2 portions a day, much less than the recommended 5 portions a day.

Question 40-43: How often do you eat fruit and vegetables during which season?

How often do you eat fruit and vegetables during the following season? SUMMER								
Answer Options	Not at all	Several times a month	Once a week	Several times a week	Once a day	Several times a day	Rating Average	Response Count
Fresh fruit	0	28	39	195	216	262	4,87	740
Canned fruit	394	283	38	21	3	1	1,59	740
Frozen fruit	431	232	42	24	9	2	1,59	740
Raw vegetables	31	59	61	256	203	130	4,26	740
Canned vegetables	355	317	47	17	4	0	1,65	740
Frozen vegetables	345	297	55	37	4	2	1,74	740
<i>answered question</i>								740
<i>skipped question</i>								0



ZERO MEASUREMENT SURVEY RESULTS

How often do you eat fruit and vegetables during the following season? AUTUMN

Answer Options	Not at all	Several times a month	Once a week	Several times a week	Once a day	Several times a day	Rating Average	Response Count
Fresh fruit	1	64	75	245	217	138	4,39	740
Canned fruit	312	344	59	18	5	2	1,74	740
Frozen fruit	321	320	72	22	5	0	1,74	740
Raw vegetables	23	107	85	274	184	67	3,93	740
Canned vegetables	286	357	67	25	5	0	1,79	740
Frozen vegetables	217	382	87	44	10	0	1,98	740
<i>answered question</i>								740
<i>skipped question</i>								0

How often do you eat fruit and vegetables during the following season? WINTER

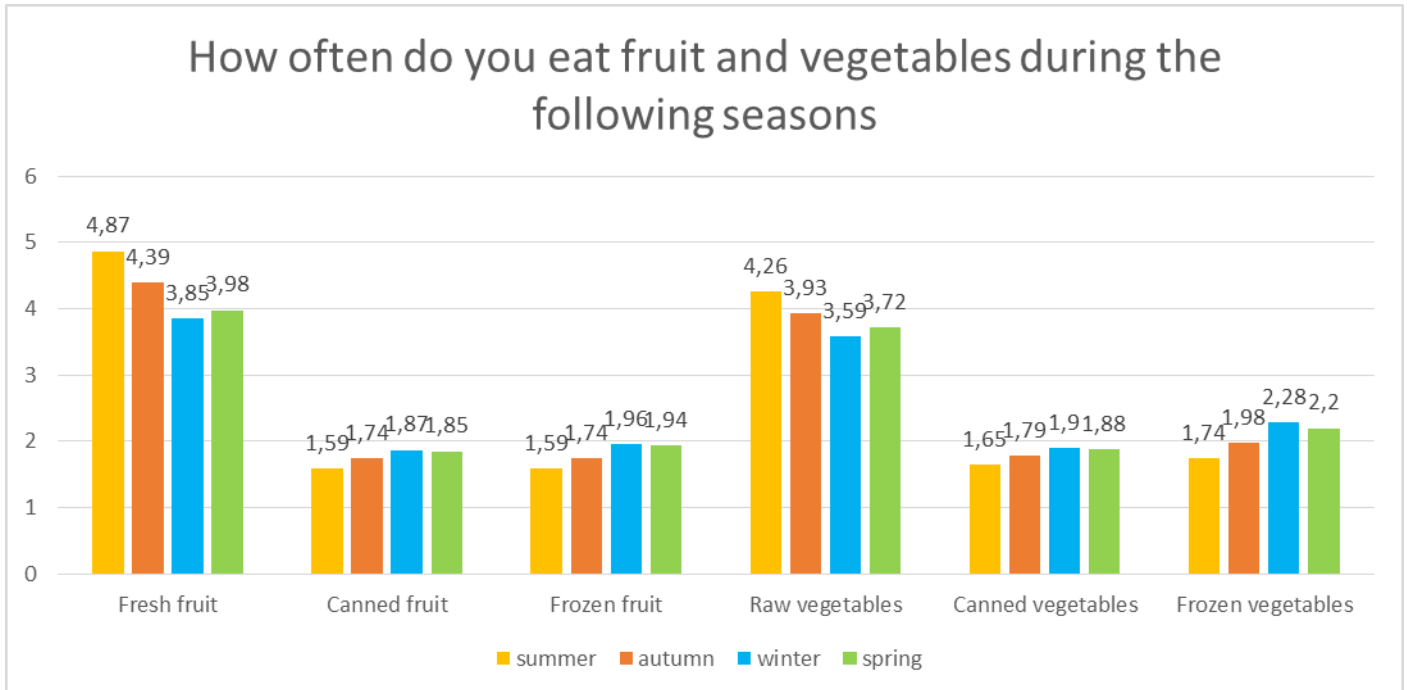
Answer Options	Not at all	Several times a month	Once a week	Several times a week	Once a day	Several times a day	Rating Average	Response Count
Fresh fruit	14	130	104	250	186	56	3,85	740
Canned fruit	245	389	68	30	8	0	1,87	740
Frozen fruit	226	379	83	45	6	1	1,96	740
Raw vegetables	31	143	119	279	138	30	3,59	740
Canned vegetables	244	381	68	38	8	1	1,90	740
Frozen vegetables	111	413	124	82	10	0	2,28	740
<i>answered question</i>								740
<i>skipped question</i>								0

How often do you eat fruit and vegetables during the following season? SPRING

Answer Options	Not at all	Several times a month	Once a week	Several times a week	Once a day	Several times a day	Rating Average	Response Count
Fresh fruit	8	117	103	245	188	79	3,98	740
Canned fruit	266	369	62	36	5	2	1,85	740
Frozen fruit	239	371	79	41	8	2	1,94	740
Raw vegetables	29	134	104	268	157	48	3,72	740
Canned vegetables	251	381	63	37	5	3	1,88	740
Frozen vegetables	144	406	107	67	15	1	2,20	740
<i>answered question</i>								740
<i>skipped question</i>								0



ZERO MEASUREMENT SURVEY RESULTS



Respondents prefer to eat during:

Summer: fresh fruit and vegetables (at least once a day).

Autumn: fresh fruit and vegetables, but rather less frequently (several times a week).

Winter and spring: domination of consumption of fresh fruit and vegetables, but with increased consumption of frozen ingredients.

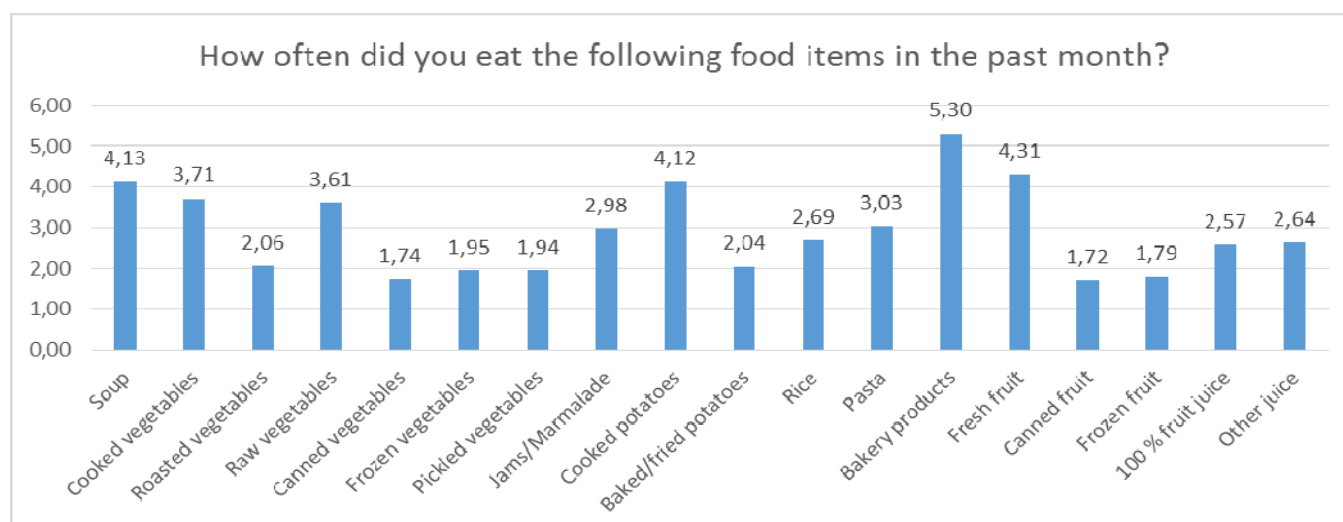
Canned fruit and vegetables are not so common.



ZERO MEASUREMENT SURVEY RESULTS

Question 44: How often did you eat the following food items in the past month?

How often did you eat the following food items in the past month?								
Answer Options	Not at all	Several times a month	Once a week	Several times a week	Once a day	Several times a day	Rating Average	Response Count
Soup	4	69	65	295	301	6	4,13	740
Cooked vegetables	12	102	115	373	133	5	3,71	740
Roasted vegetables	284	257	98	74	26	1	2,06	740
Raw vegetables	34	137	113	282	147	27	3,61	740
Canned vegetables	326	321	59	25	9	0	1,74	740
Frozen vegetables	250	344	89	45	11	1	1,95	740
Pickled vegetables	290	291	87	61	10	1	1,94	740
Jams/Marmalade	62	225	196	187	63	7	2,98	740
Cooked potatoes	9	52	33	402	238	6	4,12	740
Baked/fried potatoes	282	262	100	75	20	1	2,04	740
Rice	42	292	279	104	23	0	2,69	740
Pasta	18	248	215	219	34	6	3,03	740
Bakery products	4	26	9	66	235	400	5,30	740
Fresh fruit	9	67	63	254	239	108	4,31	740
Canned fruit	347	298	66	18	9	2	1,72	740
Frozen fruit	322	306	71	30	10	1	1,79	740
100 % fruit juice	172	270	103	111	64	20	2,57	740
Other juice	117	318	108	123	56	18	2,64	740
<i>answered question</i>								740
<i>skipped question</i>								0





ZERO MEASUREMENT SURVEY RESULTS

Answer Options	education		Income		place of living	
	low	high	Low	high	village	big city
Soup	4,16	4,13	4,20	3,93	4,14	4,22
Cooked vegetables	3,62	3,97	3,67	3,77	3,62	3,77
Roasted vegetables	2,02	2,11	1,95	1,81	2,01	2,07
Raw vegetables	3,55	3,96	3,55	3,77	3,56	3,69
Canned vegetables	1,77	1,66	1,74	1,57	1,75	1,84
Frozen vegetables	1,92	1,91	1,95	1,80	1,81	2,06
Pickled vegetables	1,87	2,03	1,81	2,09	2,04	1,86
Jams/Marmalade	3,04	2,90	2,99	2,83	2,90	3,11
Cooked potatoes	4,11	4,16	4,15	4,06	4,23	4,05
Baked/fried potatoes	2,02	1,96	2,05	1,94	2,20	2,02
Rice	2,74	2,62	2,73	2,54	2,66	2,79
Pasta	3,12	2,86	3,08	2,91	2,99	3,13
Bakery products	5,27	5,39	5,19	5,56	5,26	5,32
Fresh fruit	4,18	4,71	4,11	4,71	4,23	4,30
Canned fruit	1,71	1,64	1,71	1,57	1,71	1,81
Frozen fruit	1,78	1,81	1,77	1,64	1,75	1,90
100 % fruit juice	2,47	2,74	2,46	2,81	2,61	2,57
Other juice	2,68	2,47	2,57	2,81	2,73	2,66

During the winter months preceding this survey, bakery products were most consumed on a daily basis, followed by fresh fruit and soup. Even though roasted, canned, pickled, cooked and frozen fruit and vegetables were very little consumed, if added to the fresh produce the overall share of fruit and vegetables is not too bad. Fruit are preferred to vegetables.

People with higher level of education tend to eat more raw vegetables and fresh fruit, less pasta.

The more people earn, the more they consume 100% fruit juice and bakery products. Canned and frozen ingredients are less consumed.

People living in rural areas mostly eat cooked potatoes and less fresh fruit and vegetables.

Conclusions

The consumption of fruit and vegetables among 65 + is too low. Half of them eat less than 2 portions on a daily basis.

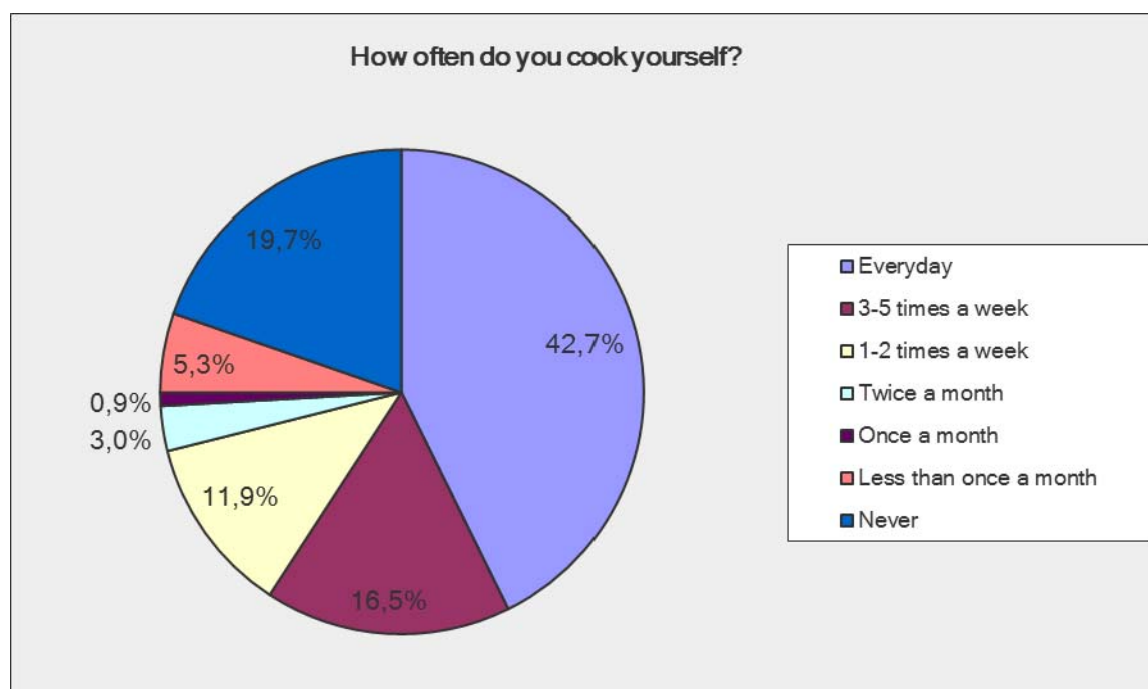
People seem to have difficulties to translate the recommended intake of fruit and vegetables into the tangible quantities they actually eat.



2.2.7. Cooking habits

Question 45: How often do you cook yourself?

How often do you cook yourself?		
Answer Options	Response Percent	Response Count
Everyday	42,7%	316
3-5 times a week	16,5%	122
1-2 times a week	11,9%	88
Twice a month	3,0%	22
Once a month	0,9%	7
Less than once a month	5,3%	39
Never	19,7%	146
<i>answered question</i>		740
<i>skipped question</i>		0





ZERO MEASUREMENT SURVEY RESULTS

Answer Options	education		income		place of living	
	low	high	low	high	village	big city
Everyday	38,4%	45,6%	40,3%	50,0%	52,5%	33,6%
3-5 times a week	13,6%	23,3%	12,9%	22,9%	14,8%	13,3%
1-2 times a week	12,6%	11,1%	15,8%	4,3%	11,2%	13,6%
Twice a month	3,3%	4,4%	2,9%	4,3%	4,0%	1,7%
Once a month	1,2%	1,1%	0,7%	0,0%	1,3%	1,2%
Less than once a month	6,3%	6,7%	5,4%	4,3%	4,5%	5,8%
Never	24,6%	7,8%	21,9%	14,3%	11,7%	30,7%

Question 46: What is your attitude towards cooking? More than one answer possible

What is your attitude towards cooking? More than one answer possible.		
Answer Options	Response Percent	Response Count
I like cooking	42,2%	312
I don't mind cooking	43,9%	325
I cook, but actually I don't like it	10,8%	80
I would like to learn how to cook	2,4%	18
I don't have time to cook	3,8%	28
I don't like cooking and I don't do this	11,6%	86
<i>answered question</i>		740
<i>skipped question</i>		0

59,3% of respondents declared to cook every day or nearly every day, but a significant number of respondents never cooks. In families with pregnant women or infants 88,5% cook just as often, not cooking is not an option for them.

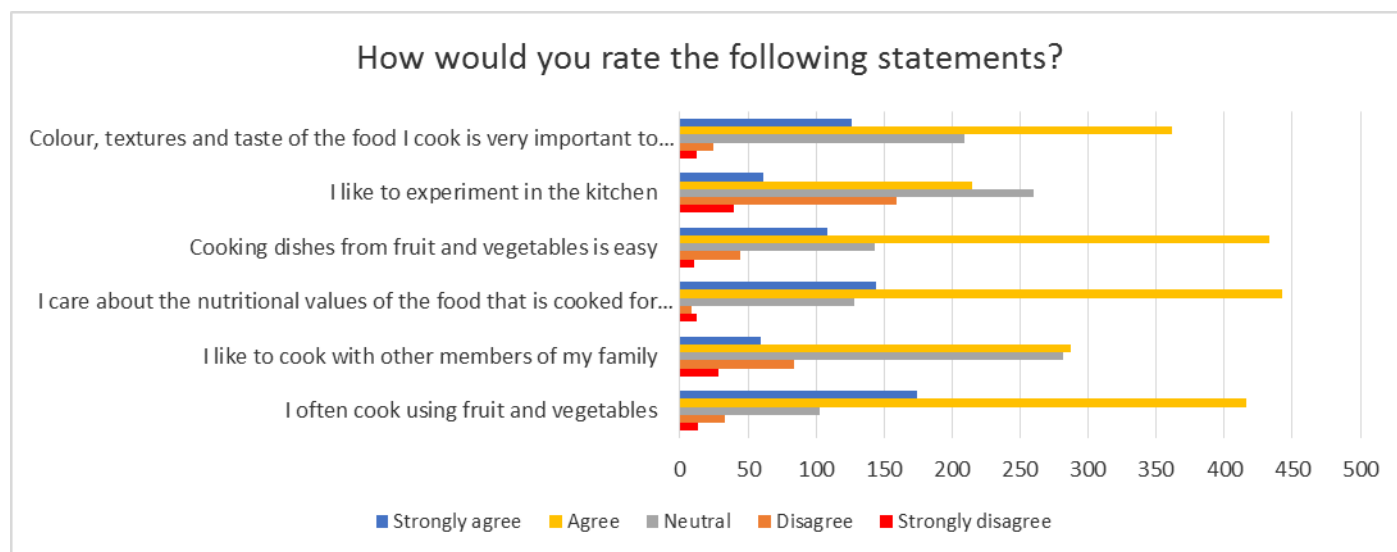
Respondents with low education, low income and those living in cities cook less. Better educated people and those with higher income appreciate cooked meals better. More than one third of respondents living in cities does not cook at all.

Cooking seems to be appreciated by a majority of respondents that declared to like cooking, not to mind cooking or would like to learn it. Only 15.4 % of respondents don't have time to cook or don't like it.



Question 47: How would you rate the following statements?

How would you rate the following statements?							
Answer Options	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Rating Average	Response Count
Colour, textures and taste of the food I cook is very important to me	12	25	209	362	126	3,77	734
I like to experiment in the kitchen	40	159	260	215	61	3,13	735
Cooking dishes from fruit and vegetables is easy	10	44	143	433	108	3,79	738
I care about the nutritional values of the food that is cooked for my family	12	9	128	443	144	3,95	736
I like to cook with other members of my family	28	84	282	287	59	3,36	740
I often cook using fruit and vegetables	13	33	103	416	174	3,95	739



What is relevant to respondents are health benefits, ease and pleasure. Older people don't enjoy cooking with their family as much as other target groups and they definitely don't like to experiment in the kitchen.



ZERO MEASUREMENT SURVEY RESULTS

Question 48: Do the dishes that are prepared at home in your family (by any of the members of your family) contain in your opinion enough fruit and vegetables?

Do the dishes that are prepared at home in your family (by any of the members of your family) contain in your opinion enough fruit and vegetables?		
Answer Options	Response Percent	Response Count
Yes	48,5%	359
No	51,5%	381
<i>answered question</i>		740
<i>skipped question</i>		0

Answer Options	education		income		place of living	
	low	high	low	high	village	big city
Yes	47,5%	62,2%	62,2%	62,2%	48,9%	47,0%
No	52,5%	37,8%	37,8%	37,8%	51,1%	53,0%

Nearly half of the respondents are convinced that they eat enough fruit and vegetables.

There is potential to improve the situation with clear informative messages and explanations to encourage people to buy, eat and cook responsibly, especially directed at those of low SES.

Question 49: Why do you or other members of your family use fruit and vegetables in the kitchen? More than one answer possible

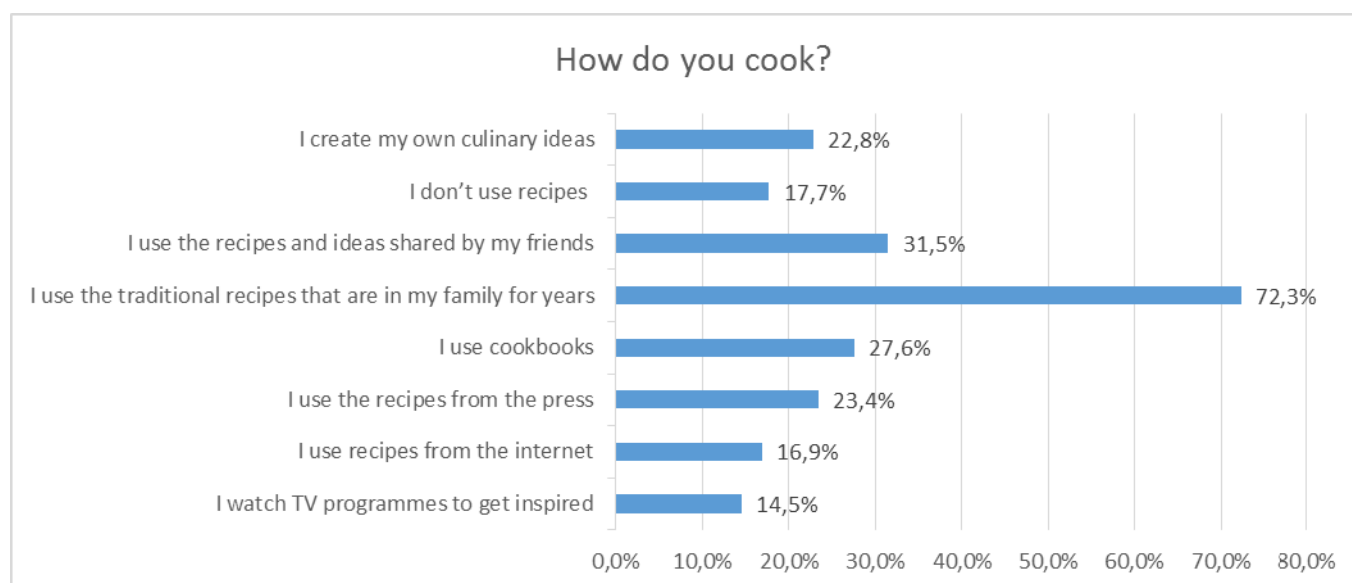
Why do you or other members of your family use fruit and vegetables in the kitchen? More than one answer possible.		
Answer Options	Response Percent	Response Count
Because they are tasty	75,4%	558
Because they are healthy	90,4%	669
Because they give a lot of possibilities	33,4%	247
Because it is easy to prepare dishes with fruit and vegetables	30,5%	226
We don't use fruit and vegetables during cooking	0,7%	5
<i>answered question</i>		740
<i>skipped question</i>		0

Health benefits and taste are the main factors motivating the use of fruit and vegetables in home-made dishes.



Question 50: How do you cook? More than one answer possible.

How do you cook? More than one answer possible.		
Answer Options	Response Percent	Response Count
I watch TV programmes to get inspired	14,5%	107
I use recipes from the internet	16,9%	125
I use the recipes from the press	23,4%	173
I use cookbooks	27,6%	204
I use the traditional recipes that are in my family for years	72,3%	535
I use the recipes and ideas shared by my friends	31,5%	233
I don't use recipes	17,7%	131
I create my own culinary ideas	22,8%	169
answered question		740
skipped question		0



Most of the time tradition and habits determine how older people cook, they use the Internet less than the other target groups. Most respondents either use family recipes or don't use recipes at all.

Conclusion

There seems to be less opportunities to introduce new ways of finding recipes for healthier cooking into the methods used by older people.



2.3.CHILDREN

2.3.1. Introduction

Country : Poland

Target group: children 10-15 years old

Number of responses (questionnaires): 597 representing approximately 2610 people

56,4% of the respondents live in Kujawsko-Pomorskie (337) and 43,6% in Podkarpackie (260).

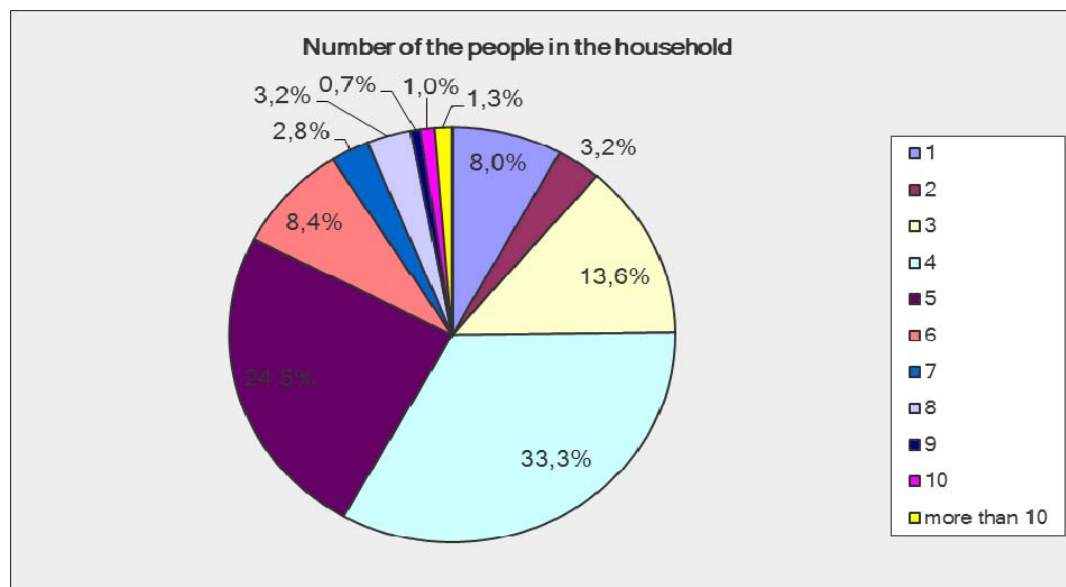
49,1% of respondents were girls.

The households and families concerned by this questionnaire are families with at least one child aged 10-15 that took part in the pilot project. Although the questionnaire addressed children, parents were asked to help their children to answer the questions, especially those concerning socio-economic status. However, many questionnaires have been completed by the parents themselves distorting the overall results in this target group. Hence, those data sets were excluded from the analysis.



2.3.2. Basic information about respondents

Question 9: Number of people in the household



The average household in this sample had 4,37 persons which is much more than the regional average reported by the Polish statistical office. 60% of the households are composed of 4 or five members.



Question 10: Sex of people in the household

Gender of the people in the household			
Answer Options	Female	Male	Response Count
1	357	238	595
2	315	224	539
3	248	267	515
4	173	259	432
5	110	129	239
6	50	48	98
7	22	25	47
8	14	15	29
			Question Totals
<i>answered question</i>			597
<i>skipped question</i>			0

Question 16: Who do you live with?

Who do you live with? Choose all of the valid answers:		
Answer Options	Response Percent	Response Count
my children	1,2%	0
my parents	88,3%	538
my wife/husband	0,7%	0
my partner	0,0%	0
my grandparents	10,2%	61
other members of the family	41,5%	248
non relatives	11,6%	69
on my own	0,2%	1
<i>answered question</i>		597
<i>skipped question</i>		0

About 10% of the families live together with grandparents.



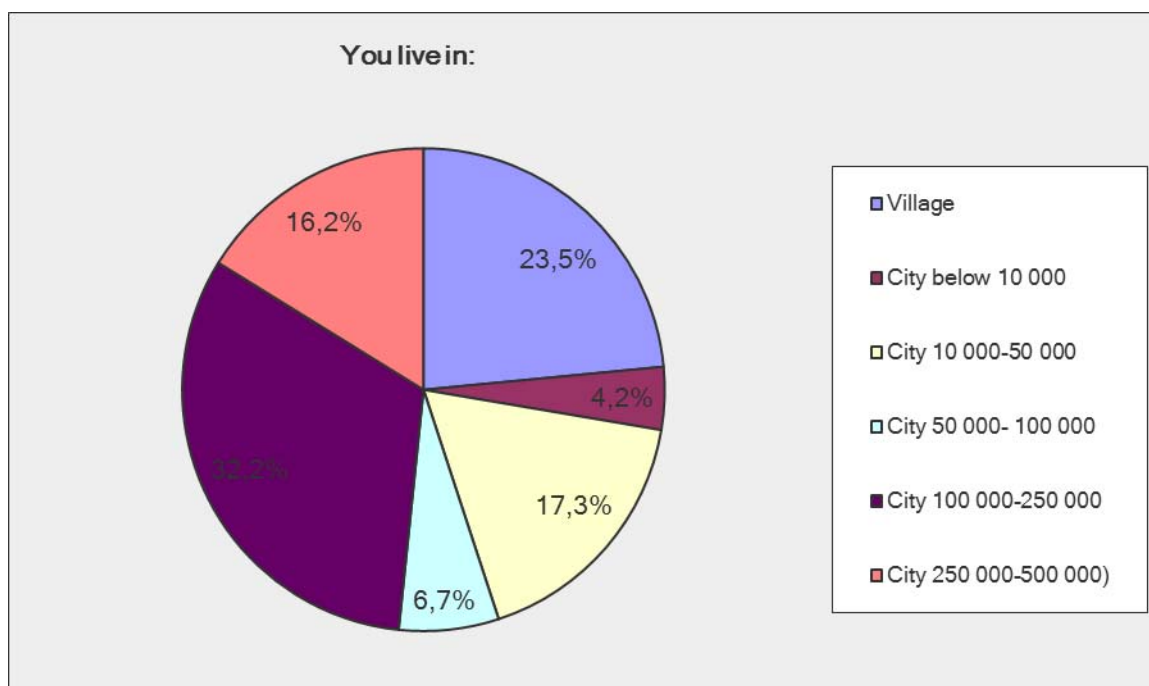
2.3.3. Socio-economic issues

Question 17: Your highest level of education

Your highest level of education:		
Answer Options	Response Percent	Response Count
primary school	100,0%	644
vocational education	0,0%	0
high school	0,0%	0
Bachelor degree	0,0%	0
Masters degree	0,0%	0
postgraduate	0,0%	0
<i>answered question</i>		597
<i>skipped question</i>		0

Question 20: You live in

You live in:		
Answer Options	Response Percent	Response Count
Village	23,5%	140
City below 10 000	4,2%	25
City 10 000-50 000	17,3%	103
City 50 000- 100 000	6,7%	40
City 100 000-250 000	32,2%	192
City 250 000-500 000)	16,2%	97
<i>answered question</i>		597
<i>skipped question</i>		0

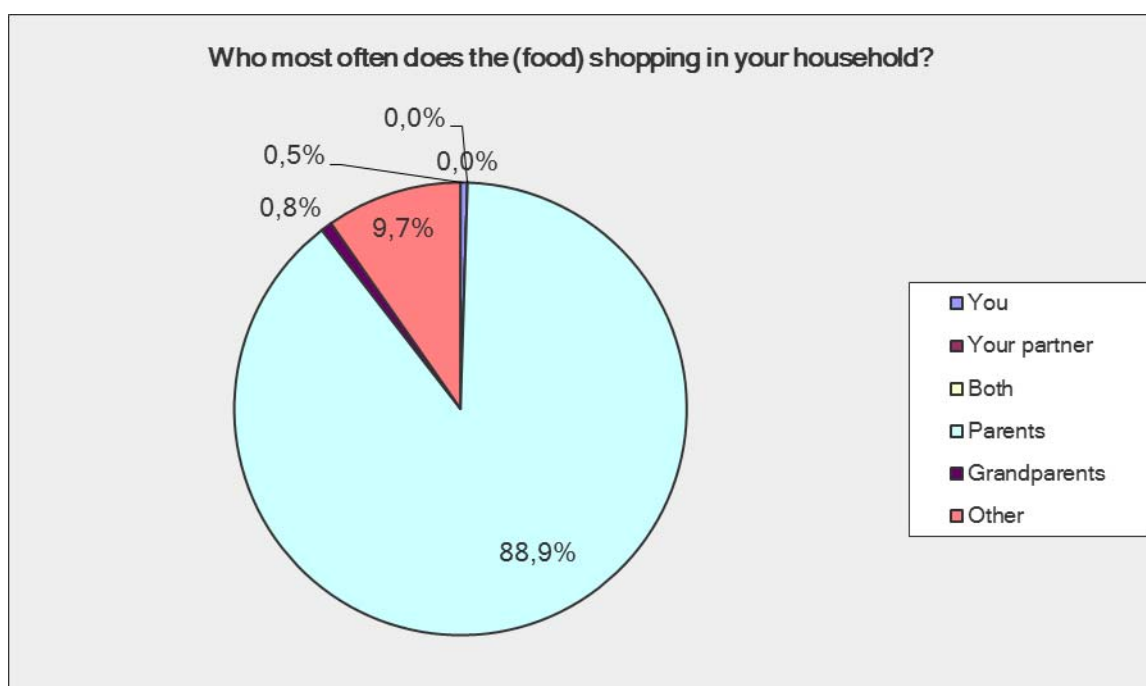


Where people live is pretty identical for both regions. About a third of children participating in "My healthy family" live in rural areas, despite the fact that distribution points were located only in cities.

2.3.4. Shopping habits

Question 22: Who most often does the (food) shopping in your household?

Who most often does the (food) shopping in your household?		
Answer Options	Response Percent	Response Count
You	0,5%	3
Your partner	0,0%	0
Both	0,0%	0
Parents	88,9%	531
Grandparents	0,8%	5
Other	9,7%	58
<i>answered question</i>		579
<i>skipped question</i>		18



In most cases the parents are responsible do the food shopping.

Question 23: Do you have a specific budget for food-shopping?

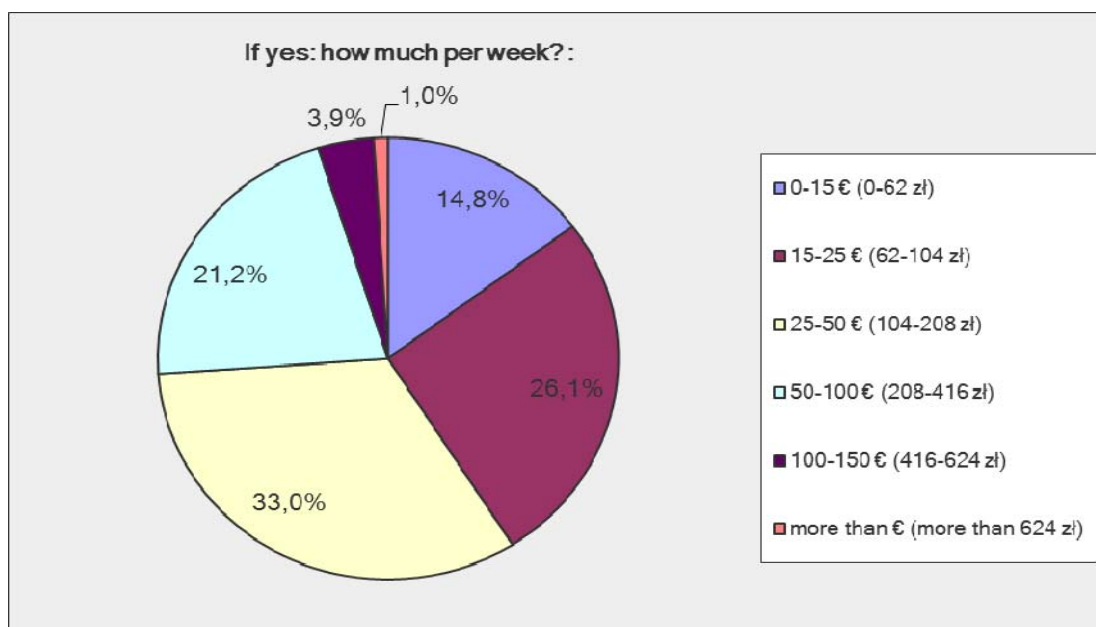
Do you have a specific budget for food-shopping?		
Answer Options	Response Percent	Response Count
Yes	33,2%	198
No	66,8%	399
<i>answered question</i>		597
<i>skipped question</i>		18



ZERO MEASUREMENT SURVEY RESULTS

Question 24: If yes: how much per week?

If yes: how much per week?		
Answer Options	Response Percent	Response Count
0-15 € (0-62 zł)	14,8%	30
15-25 € (62-104 zł)	26,1%	53
25-50 € (104-208 zł)	33,0%	67
50-100 € (208-416 zł)	21,2%	43
100-150 € (416-624 zł)	3,9%	8
more than € (more than 624 zł)	1,0%	2
answered question		203
skipped question		394



Question 25: How much of your expenses on food do you spend on fresh fruit and vegetables?

How much of your expenses on food do you spend on fresh fruit and vegetables?		
Answer Options	Response Percent	Response Count
Less than 20%	58,1%	347
21-40%	33,7%	201
41-60 %	6,4%	38
More than 60%	1,8%	11
answered question		597

More than 65% of respondents avoided answering the question about the budget.



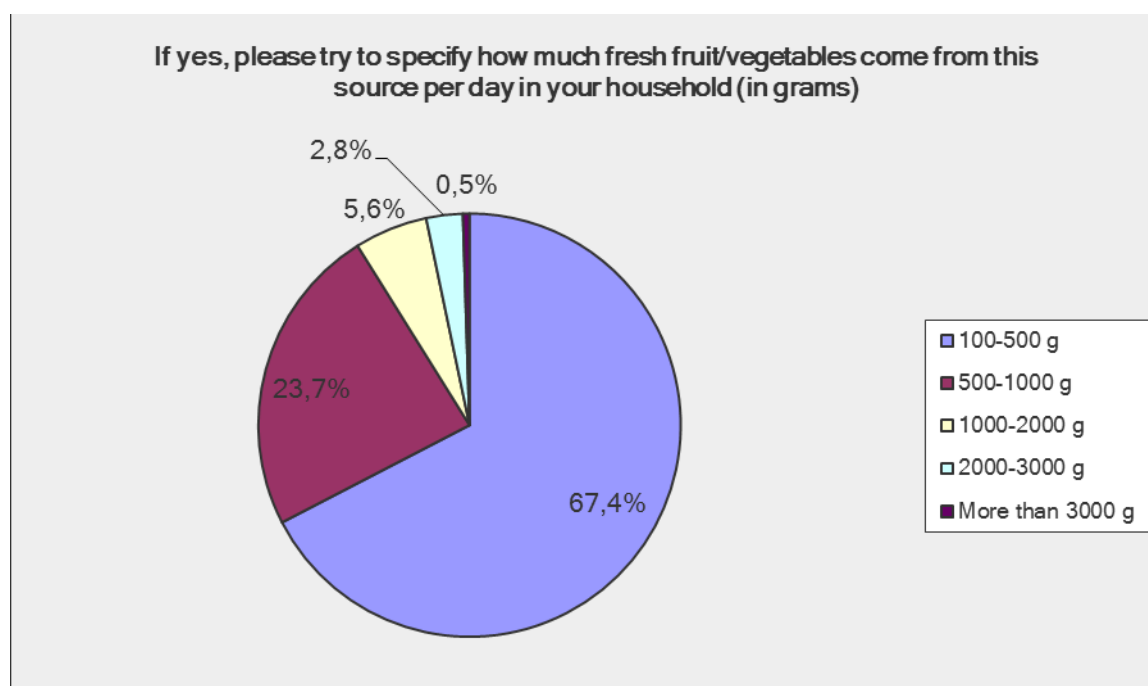
ZERO MEASUREMENT SURVEY RESULTS

Question 26: Do you have your own garden/field/fruit trees?

Do you have your own garden/field/fruit trees?		
Answer Options	Response Percent	Response Count
Yes	27,1%	162
No	72,9%	435
<i>answered question</i>		597
<i>skipped question</i>		0

Question 27: If yes, please try to specify how much fresh fruit/vegetables come from this source per day in your household (in grams)

If yes, please try to specify how much fresh fruit/vegetables come from this source per day in your household (in grams)		
Answer Options	Response Percent	Response Count
100-500 g	67,4%	145
500-1000 g	23,7%	51
1000-2000 g	5,6%	12
2000-3000 g	2,8%	6
More than 3000 g	0,5%	1
<i>answered question</i>		215
<i>skipped question</i>		382

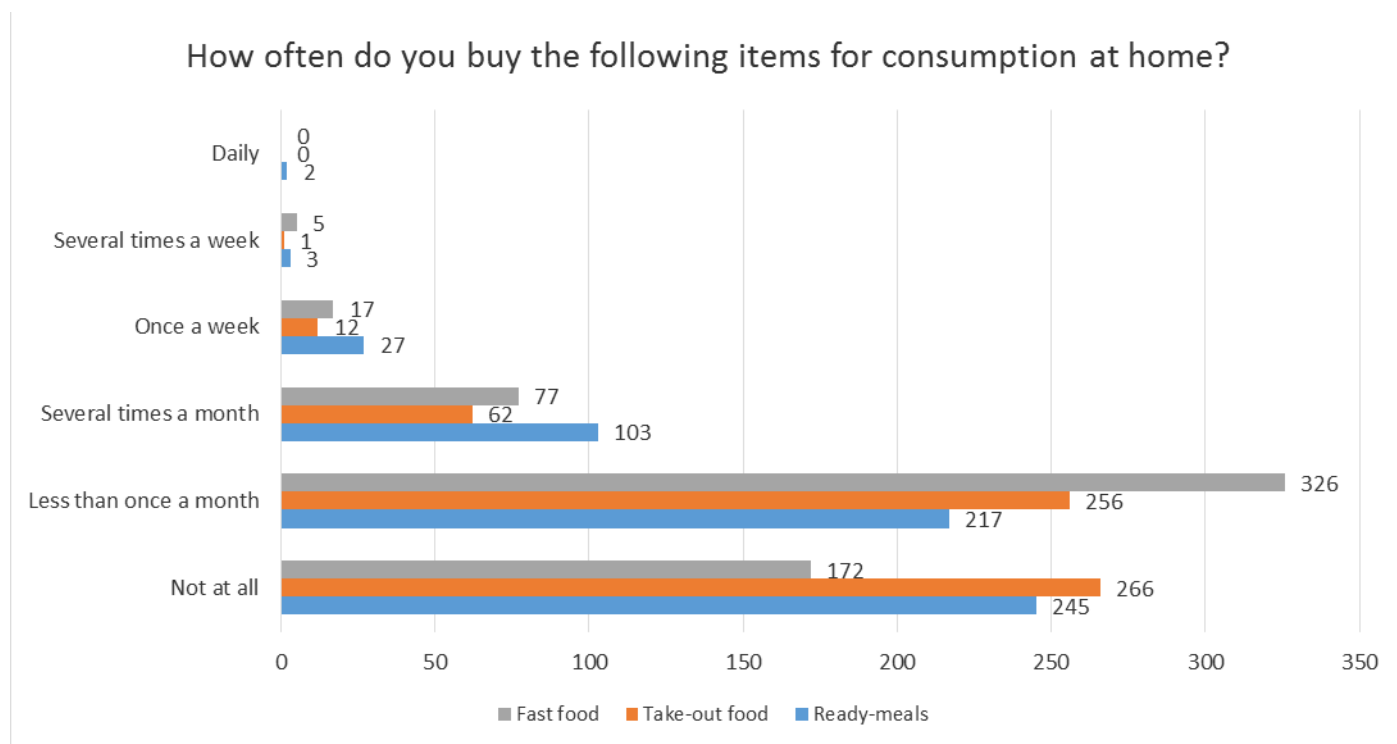




The figure of respondents growing their own fruit and vegetables corresponds to the number of people living in villages (23,5%). However, in 67.4 % of households with the option of growing their own fruit and vegetables, the daily consumption is declared as being below 500g per household (average of 120 g per person), making gardening more a hobby than a way of gaining food.

Question 28: How often do you buy the following items for consumption at home?

How often do you buy the following items for consumption at home?								
Answer Options	Not at all	Less than once a month	Several times a month	Once a week	Several times a week	Daily	Rating Average	Response Count
Ready-meals	245	217	103	27	3	2	1,88	597
Take-out food	266	256	62	12	1	0	1,70	597
Fast food	172	326	77	17	5	0	1,92	597
<i>answered question</i>								597
<i>skipped question</i>								0



The consumption of pre-prepared meals is very low. However the scores are a little higher than among 65+ or pregnant women. About 11.2% consume pre-prepared meals once a week or more often and 22.6% several times a month. Families with children consume such food more frequently than pregnant women.



Question 29: How do you rate the following statements? While buying food products:

How do you rate the following statements? While buying food products:							
Answer Options	Unimportant	Low Importance	Neutral	Important	Very important	Rating Average	Response Count
The price of fresh fruit is	12	34	59	372	120	3,93	597
The price of raw vegetables is	14	34	73	378	98	3,86	597
The origin of my food is	6	18	91	247	235	4,15	597
The season of fruit and vegetables is	10	14	80	319	174	4,06	597
<i>answered question</i>							597
<i>skipped question</i>							0

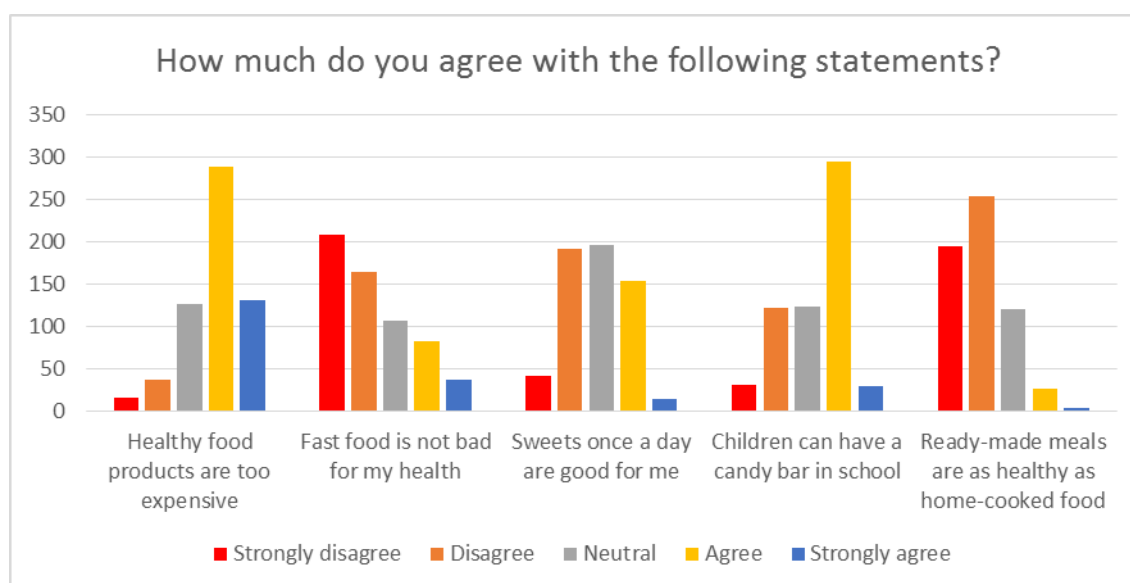
Families with children are less sensitive to the price of fresh fruit and vegetables. Rating average for the price of fruit is 3.93, compared to 4.28 for older people and 4.28 for pregnant women. Most important determinants are the origin followed by the seasonality of fruit and vegetables.

Question 30: How much do you agree with the following statements?

How much do you agree with the following statements?							
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Rating Average	Response Count
Healthy food products are too expensive	15	37	126	288	131	3,81	597
Fast food is not bad for my health	208	164	106	82	37	2,29	597
Sweets once a day are good for me	42	191	196	154	14	2,84	597
Children can have a candy bar in school	30	121	123	294	29	3,29	597
Ready-made meals are as healthy as home-cooked food	194	253	120	26	4	1,98	597
<i>answered question</i>							597
<i>skipped question</i>							0



ZERO MEASUREMENT SURVEY RESULTS

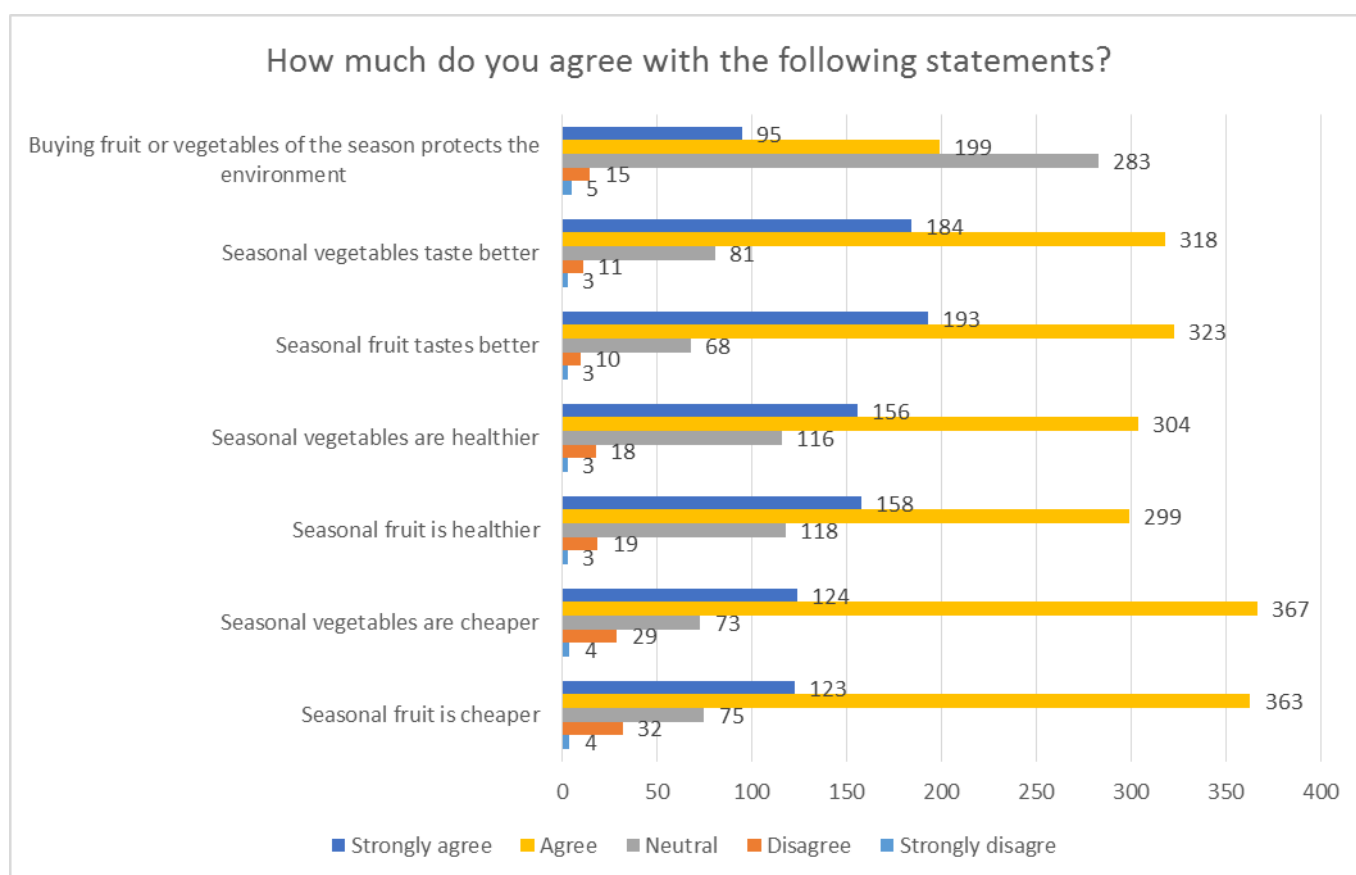


The overwhelming majority of the respondents believes that healthy products are too expensive.

Pre-prepared food seems to have a bad reputation in terms of health, but candies and sweets appear to be largely tolerated. Home-made food is highly appreciated, nearly 75% respondents believe that it is healthier than ready-made meals.

Question 31: How much do you agree with the following statements?

How much do you agree with the following statements?							
Answer Options	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Rating Average	Response Count
Seasonal fruit is cheaper	4	32	75	363	123	3,95	597
Seasonal vegetables are cheaper	4	29	73	367	124	3,97	597
Seasonal fruit is healthier	3	19	118	299	158	3,99	597
Seasonal vegetables are healthier	3	18	116	304	156	3,99	597
Seasonal fruit tastes better	3	10	68	323	193	4,16	597
Seasonal vegetables taste better	3	11	81	318	184	4,12	597
Buying fruit or vegetables of the season protects the environment	5	15	283	199	95	3,61	597
answered question							597



Conclusions

Seasonal food is mostly appreciated for its lower price, health benefits and for its taste (environmental concerns seem to be considered less relevant). The belief that seasonal food is better and cheaper is quite widespread among children in Poland.

Fresh fruit and vegetables are considered as being healthy, but they are only a minor part of the shopping basket. Seasonal products are perceived as being cheaper.



2.3.5. Food choice

Question 32: It is important to me that the food I eat on a typical day...

It is important to me that the food I eat on a typical day...							
Answer Options	Unimportant	Low Importance	Neutral	Important	Very important	Rating Average	Response Count
Contains a lot of vitamins and minerals	7	22	96	331	141	3,97	597
Is low in calories	29	68	233	217	50	3,32	597
Is nutritious	6	17	88	376	110	3,95	597
Is low in fat	26	44	252	217	58	3,40	597
Keeps me healthy	5	6	84	309	193	4,14	597
Is high in protein	27	50	309	170	41	3,25	597
Cheers me up	14	23	132	333	95	3,79	597
Looks nice	15	42	134	334	72	3,68	597
Helps me relax	31	56	234	237	39	3,33	597
Has pleasant texture	32	62	233	239	31	3,29	597
Smells nice	4	12	61	406	114	4,03	597
Tastes good	1	1	18	331	246	4,37	597
Is not expensive	18	30	140	297	112	3,76	597
Is easily available in shops	11	21	130	342	93	3,81	597
Is easy to prepare	8	25	174	301	89	3,73	597
<i>answered question</i>							597
<i>skipped question</i>							0

Children are rather more concerned by quality issues than by the price of food compared to the other target groups. High vitamin and minerals content is important to over 79% of respondents, nutrition values are appreciated by 81% and for over 84% health benefits are a major issue.

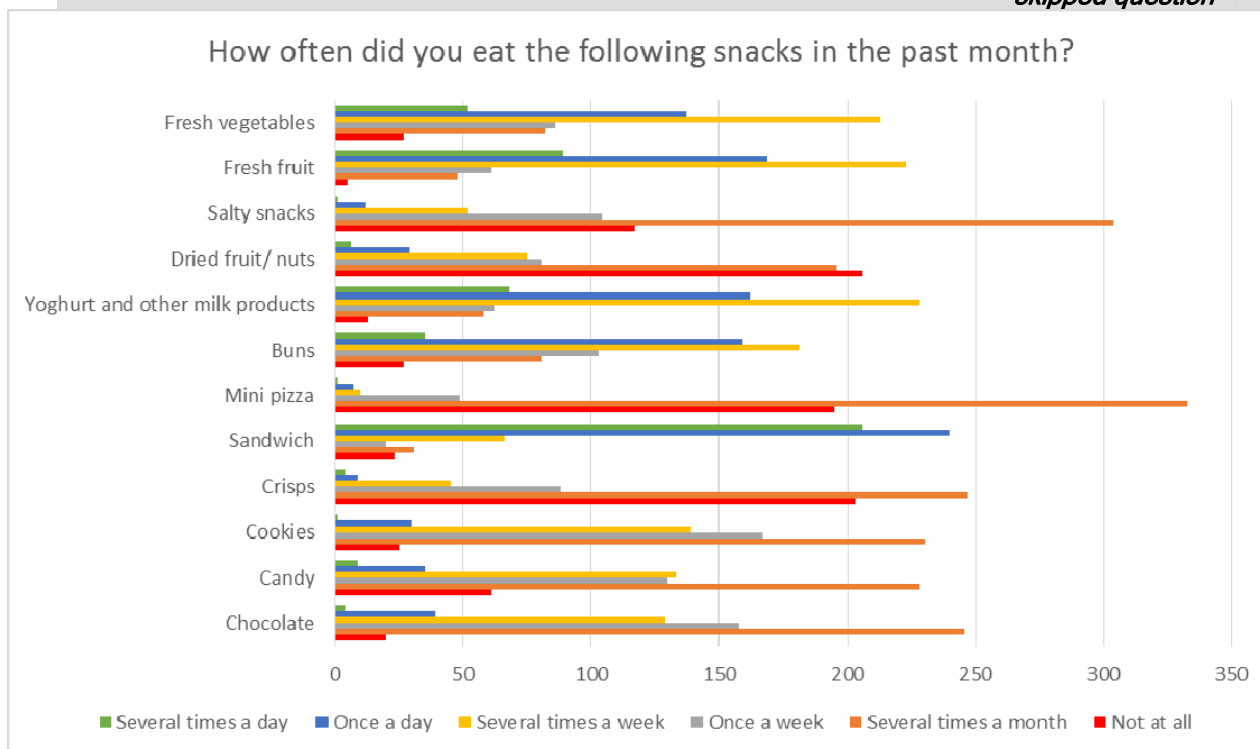
Health benefits, pleasure, easy to cook, not expensive and easily available are usually attributed to "good" food.



ZERO MEASUREMENT SURVEY RESULTS

Question 33: How often did you eat the following snacks in the past month? A snack is a small portion of food generally eaten between meals.

How often did you eat the following snacks in the past month? A snack is a small portion of food generally eaten between meals.								
Answer Options	Not at all	Several times a month	Once a week	Several times a week	Once a day	Several times a day	Rating Average	Response Count
Chocolate	20	246	158	129	39	4	2,89	596
Candy	61	228	130	133	35	9	2,80	596
Cookies	25	230	167	139	30	1	2,87	592
Crisps	203	247	88	45	9	4	2,03	596
Sandwich	23	31	20	66	240	206	4,85	586
Mini pizza	195	333	49	10	7	1	1,83	595
Buns	27	81	103	181	159	35	3,80	586
Yoghurt and other milk products	13	58	62	228	162	68	4,14	591
Dried fruit/ nuts	206	196	81	75	29	6	2,23	593
Salty snacks	117	304	104	52	12	1	2,22	590
Fresh fruit	5	48	61	223	169	89	4,29	595
Fresh vegetables	27	82	86	213	137	52	3,85	597
<i>answered question</i>								597
<i>skipped question</i>								0





ZERO MEASUREMENT SURVEY RESULTS

Sandwiches are the most consumed snacks, followed by fresh fruit and yoghurt and other milk products in third place. Fresh vegetables occupy fourth position.

Products usually considered as bad for one's health (and shape) like crisps, mini pizzas, salty snacks and to a certain extent candy are less consumed (apart from chocolate). Dried fruit/nuts, which are or should be known for their various benefits are not consumed by 64% of the respondents (several times a month or less often).

Nevertheless, fruit and vegetables remain under-consumed. As for fruit 20% of respondents eat them less than once a week, for vegetables 30 % do not consume them every day.

Question 34: What is your favourite snack? Rate from 1 to 12, where 1 is the highest note

What is your favourite snack? Rate from 1 to 12.														
Answer Options	1	2	3	4	5	6	7	8	9	10	11	12	Rating Average	Response Count
Chocolate	112	81	55	43	48	37	38	46	39	42	26	30	5,23	597
Candy	34	57	54	53	39	49	65	63	63	56	36	28	6,41	597
Cookies	31	55	73	71	54	53	68	56	54	40	25	17	5,90	597
Crisps	56	34	42	47	20	37	32	41	38	55	65	130	7,50	597
Sandwich	36	44	57	77	80	64	59	55	53	27	24	21	5,87	597
Mini pizza	42	24	33	38	49	55	64	44	66	66	79	37	7,17	597
Buns	17	38	36	42	84	81	84	73	43	50	29	20	6,52	597
Yoghurt and other milk products	85	64	95	67	54	44	41	51	37	25	20	14	4,97	597
Dried fruit/ nuts	16	26	31	34	37	57	37	40	73	58	79	109	8,07	597
Salty snacks	11	14	19	23	35	35	56	66	66	87	97	88	8,51	597
Fresh fruit	135	93	59	48	53	36	23	25	26	33	53	13	4,75	597
Fresh vegetables	22	67	43	54	44	49	30	37	39	58	64	90	7,10	597
													<i>answered question</i>	597
													<i>skipped question</i>	0

Fresh fruit are the favourite snack. 38% of respondents rated them with the highest score (1 or 2) followed by yoghurt and other milk products. Chocolate is ranked third. Fresh vegetables are ranked after sandwiches, buns, cookies and candy. Dried fruit and nuts remain again unappreciated.

Conclusions

Children care about health issues, however they remain pragmatic when taking decision about food e.g. availability, taste or price.

Although they are regarded as being too expensive, fruit are positively rated as a snack (in terms of consumption and preferences), fresh vegetables are less popular.

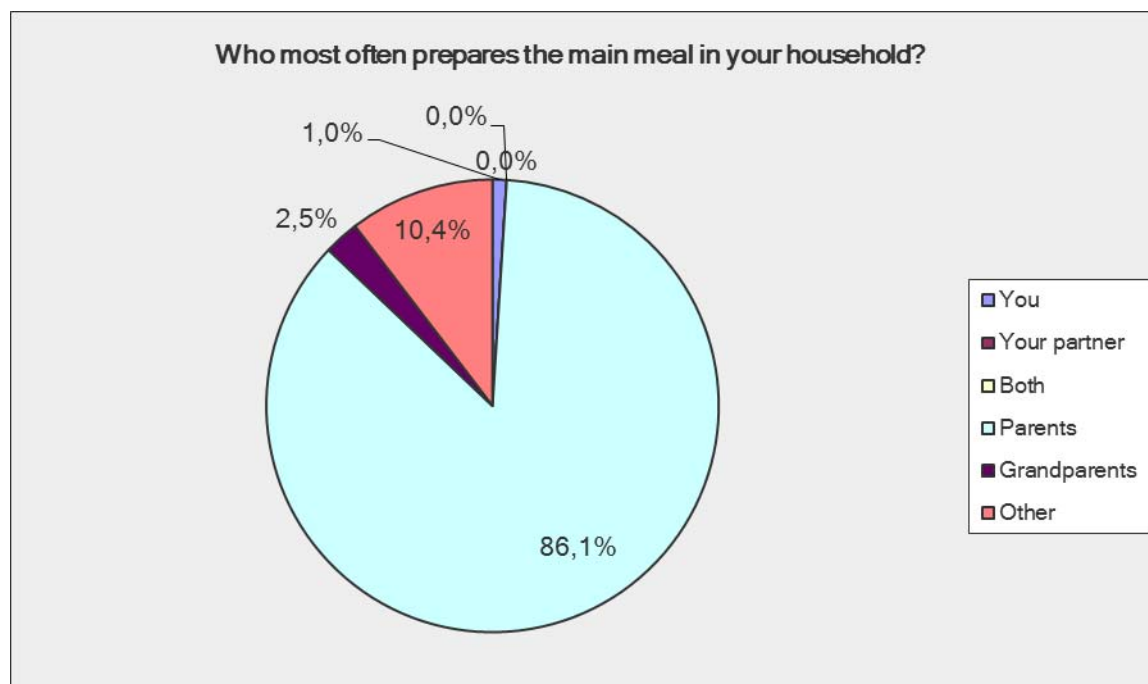
Among children, pleasure and spontaneity are important determinants.



2.3.6. Eating habits

Question 35: Who most often prepares the main meal in your household?

Who most often prepares the main meal in your household?		
Answer Options	Response Percent	Response Count
You	1,0%	6
Your partner	0,0%	0
Both	0,0%	0
Parents	86,1%	514
Grandparents	2,5%	15
Other	10,4%	62
<i>answered question</i>		597
<i>skipped question</i>		0





Question 36: How often do you eat outside your home?

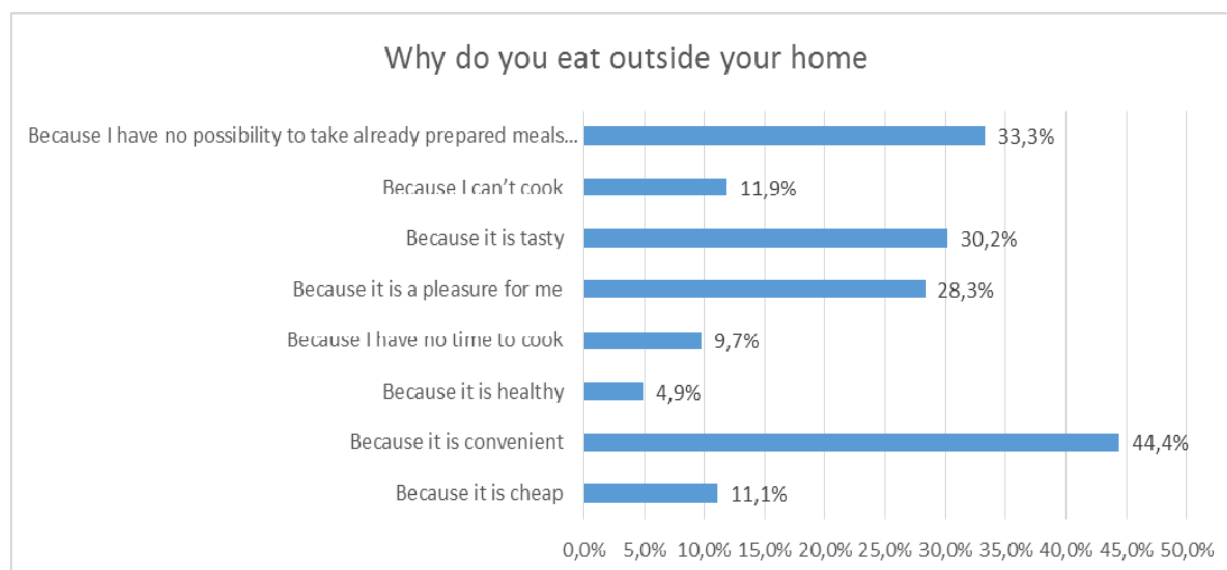
How often do you eat outside your home?

Answer Options	Less than once a month	Several times a month	Once a week	Several times a week	Daily	Rating Average	Response Count
Fast food restaurant	507	79	10	1	0	1,17	597
Small local restaurant (casual dining)	521	66	8	2	0	1,15	597
More formal restaurant	577	16	3	0	1	1,04	597
Canteen (at work/school)	285	27	10	98	177	2,76	597
answered question							597
skipped question							0

Nearly all participants usually eat at home, eating out is very rare in all three target groups.

Nevertheless, children eat most often outside, nearly exclusively in canteens (average rating of 2.76). 46% of them attend canteens at least several times a week.

Question 37: Why do you eat outside your home (in restaurants, canteen etc.) – More than one answer possible



The reasons for eating outside are by decreasing order of importance, convenience, lack of possibility to take already prepared meals, pleasure and taste.



Question 38: I eat fruit: (1 portion = one piece of fruit, such as one apple, banana, pear, orange or nectarine; tick a box).

I eat fruit: (1 portion = one piece of fruit, such as one apple, banana, pear, orange or nectarine; tick a box)

Answer Options	Response Percent	Response Count
every day: at least 2 portions a day	20,3%	121
1 portion every day	30,3%	181
1 portion 5-6 times a week	13,2%	79
1 portion 3-4 times a week	20,9%	125
1 portion 1-2 times a week	11,1%	66
less than 1 portion a week	3,9%	23
never	0,3%	2
<i>answered question</i>		597
<i>skipped question</i>		0

More than half of the children eat one portion on a daily basis. Less than 5 % eat fruit less than once a week.

Question 39: I eat vegetables: (1 portion = about 80 gr, tick a box).

I eat vegetables: (1 portion = about 80 gr, tick a box).

Answer Options	Response Percent	Response Count
every day: at least 2 portions a day	11,6%	69
1 portion every day	26,0%	155
1 portion 5-6 times a week	15,1%	90
1 portion 3-4 times a week	20,9%	125
1 portion 1-2 times a week	14,7%	88
less than 1 portion a week	10,9%	65
never	0,8%	5
<i>answered question</i>		597
<i>skipped question</i>		0

Compared to fruit, 13% fewer children eat a portion of vegetables per day and more than ¼ eats a portion of vegetables only twice a week or less.

Nearly 9 respondents out of 10 eat less than 2 portions a day, which is a far cry from consuming the commonly suggested 5 portions a day.



ZERO MEASUREMENT SURVEY RESULTS

Question 40-43: How often do you eat fruit and vegetables during which season?

How often do you eat fruit and vegetables during the following season? SUMMER								
Answer Options	Not at all	Several times a month	Once a week	Several times a week	Once a day	Several times a day	Rating Average	Response Count
Fresh fruit	5	15	25	163	132	257	4,96	597
Canned fruit	334	209	27	13	9	5	1,61	597
Frozen fruit	403	128	38	18	6	4	1,51	597
Raw vegetables	34	91	76	182	132	82	3,89	597
Canned vegetables	343	205	34	7	5	3	1,55	597
Frozen vegetables	331	191	47	16	9	3	1,64	597
<i>answered question</i>								597
<i>skipped question</i>								0

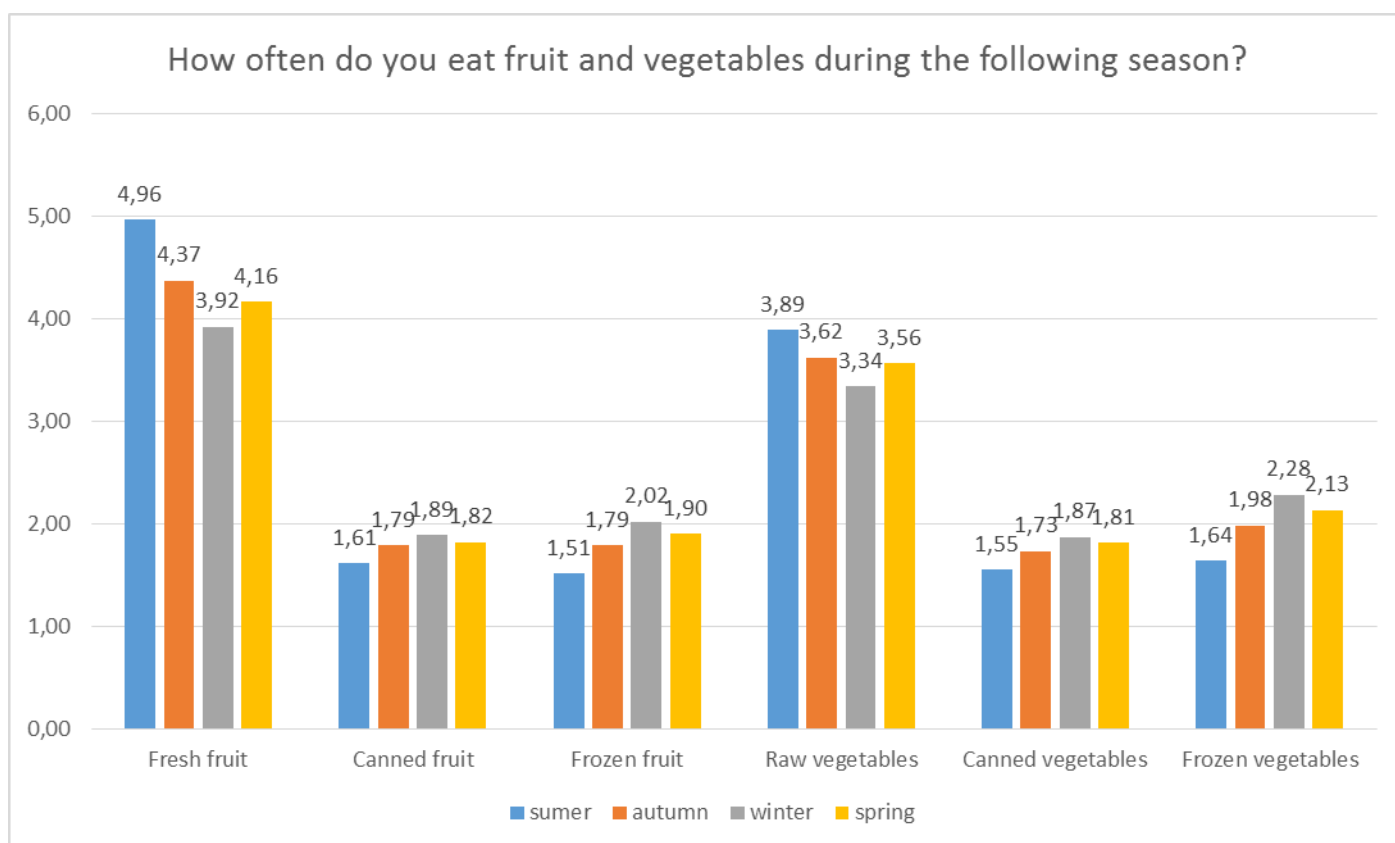
How often do you eat fruit and vegetables during the following season? AUTUMN								
Answer Options	Not at all	Several times a month	Once a week	Several times a week	Once a day	Several times a day	Rating Average	Response Count
Fresh fruit	4	41	73	199	171	109	4,37	597
Canned fruit	265	246	45	28	12	1	1,79	597
Frozen fruit	279	223	53	31	8	3	1,79	597
Raw vegetables	36	113	96	192	117	43	3,62	597
Canned vegetables	266	261	44	17	8	1	1,73	597
Frozen vegetables	205	269	68	41	10	4	1,98	597
<i>answered question</i>								597
<i>skipped question</i>								0

How often do you eat fruit and vegetables during the following season? WINTER								
Answer Options	Not at all	Several times a month	Once a week	Several times a week	Once a day	Several times a day	Rating Average	Response Count
Fresh fruit	14	85	92	211	135	60	3,92	597
Canned fruit	229	261	64	33	8	2	1,89	597
Frozen fruit	214	240	80	46	14	3	2,02	597
Raw vegetables	45	136	116	191	88	21	3,34	597
Canned vegetables	238	253	59	39	6	2	1,87	597
Frozen vegetables	133	283	84	77	16	4	2,28	597
<i>answered question</i>								597
<i>skipped question</i>								0



ZERO MEASUREMENT SURVEY RESULTS

How often do you eat fruit and vegetables during the following season? SPRING								
Answer Options	Not at all	Several times a month	Once a week	Several times a week	Once a day	Several times a day	Rating Average	Response Count
Fresh fruit	10	66	84	184	162	91	4,16	597
Canned fruit	255	247	57	27	7	4	1,82	597
Frozen fruit	249	226	72	35	12	3	1,90	597
Raw vegetables	40	119	108	171	114	45	3,56	597
Canned vegetables	260	244	57	24	8	4	1,81	597
Frozen vegetables	163	286	78	50	15	5	2,13	597
answered question								597
skipped question								0



Children prefer to eat during:

Summer and autumn: fresh fruit and vegetables

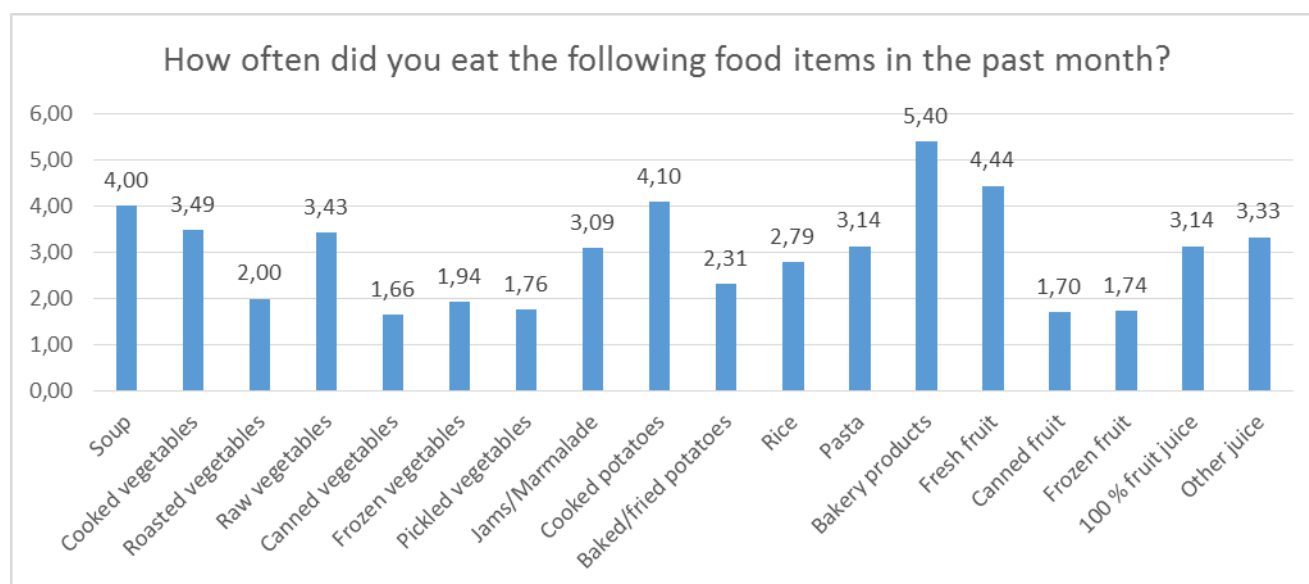
Winter and spring: fresh fruit and vegetables, but with increased consumption of frozen and canned ingredients.



ZERO MEASUREMENT SURVEY RESULTS

Question 44: How often did you eat the following food items in the past month?

How often did you eat the following food items in the past month?								
	Not at all	Several times a month	Once a week	Several times a week	Once a day	Several times a day	Rating Average	Response Count
Soup	8	53	72	265	196	3	4,00	597
Cooked vegetables	32	109	102	247	102	5	3,49	597
Roasted vegetables	265	156	104	54	18	0	2,00	597
Raw vegetables	46	122	108	198	99	24	3,43	597
Canned vegetables	298	230	46	19	4	0	1,66	597
Frozen vegetables	224	239	88	37	9	0	1,94	597
Pickled vegetables	320	164	60	43	10	0	1,76	597
Jams/Marmalade	61	155	128	178	74	1	3,09	597
Cooked potatoes	4	26	36	381	142	8	4,10	597
Baked/fried potatoes	161	215	112	92	16	1	2,31	597
Rice	46	206	191	135	19	0	2,79	597
Pasta	9	154	206	202	23	3	3,14	597
Bakery products	1	7	10	57	181	341	5,40	597
Fresh fruit	6	34	65	181	211	100	4,44	597
Canned fruit	299	218	47	26	6	1	1,70	597
Frozen fruit	309	191	57	28	9	3	1,74	597
100 % fruit juice	79	170	88	150	66	44	3,14	597
Other juice	67	147	80	171	87	45	3,33	597
<i>answered question</i>								597
<i>skipped question</i>								0



During the winter month preceding the survey, the most consumed product on a daily basis were bakery products, similarly to the other groups.



Roasted, canned, pickled and frozen fruit and vegetables were little consumed. Regarding fruit and vegetables, fresh fruit, followed by cooked potatoes and soup were eaten most frequently.

The consumption of fruit and vegetables among children is too low, around half of them eat less than 2 portions a day favouring fruit over vegetables.

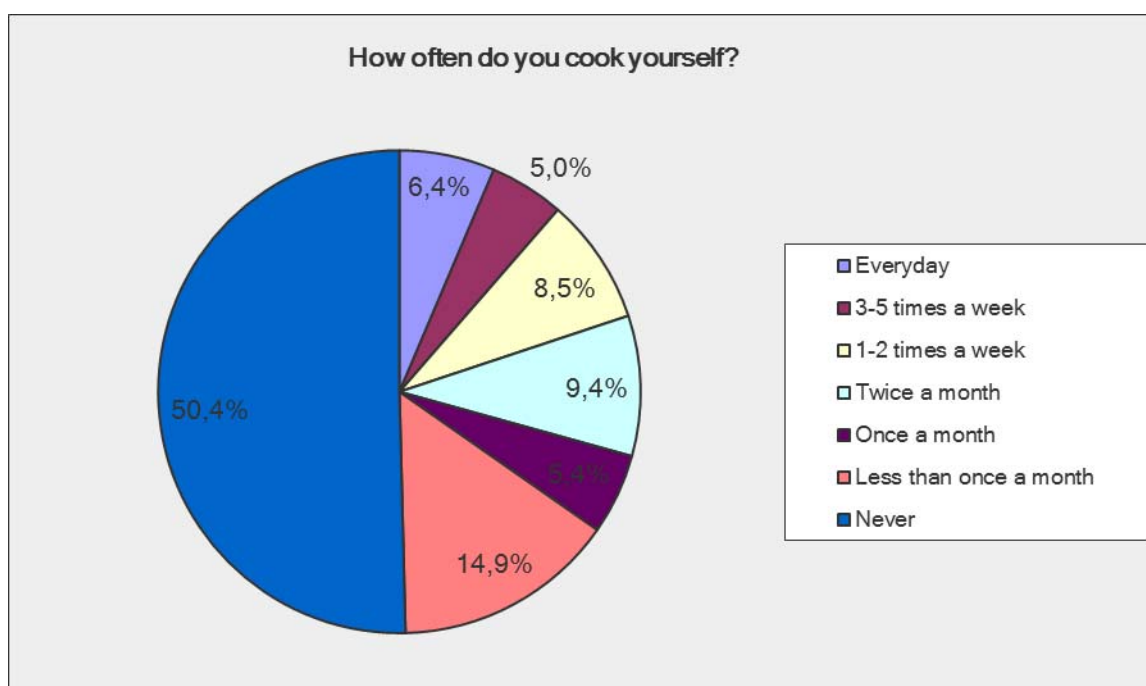
2.3.7. Cooking habits

Question 45: How often do you cook yourself?

How often do you cook yourself?		
Answer Options	Response Percent	Response Count
Everyday	6,4%	38
3-5 times a week	5,0%	30
1-2 times a week	8,5%	51
Twice a month	9,4%	56
Once a month	5,4%	32
Less than once a month	14,9%	89
Never	50,4%	301
	<i>answered question</i>	597
	<i>skipped question</i>	0



ZERO MEASUREMENT SURVEY RESULTS



34,7% of children cook at least once a month and nearly 20% once a week or more. This tends to show that children are involved in cooking, however over a half of them never cook.

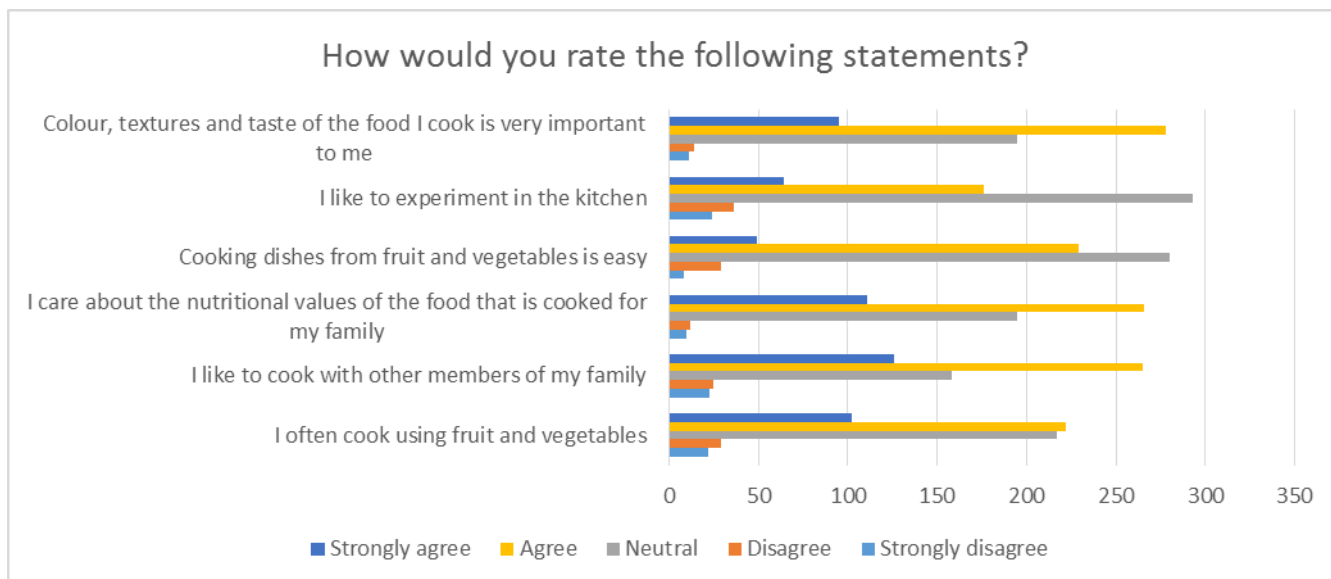
Question 46: What is your attitude towards cooking? More than one answer possible

What is your attitude towards cooking? More than one answer possible.		
Answer Options	Response Percent	Response Count
I like cooking	21,3%	127
I don't mind cooking	20,3%	121
I cook, but actually I don't like it	3,4%	20
I would like to learn how to cook	52,3%	312
I don't have time to cook	9,5%	57
I don't like cooking and I don't do this	13,2%	79
answered question		597
skipped question		0

General attitude towards cooking is positive. A majority of children stated to like cooking, not to mind cooking or would like to learn how to cook.



Question 47: How would you rate the following statements?



How would you rate the following statements?							
Answer Options	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Rating Average	Response Count
I often cook using fruit and vegetables	22	29	217	222	102	3,60	592
I like to cook with other members of my family	23	25	158	265	126	3,75	597
I care about the nutritional values of the food that is cooked for my family	10	12	195	266	111	3,77	594
Cooking dishes from fruit and vegetables is easy	8	29	280	229	49	3,47	595
I like to experiment in the kitchen	24	36	293	176	64	3,37	593
Colour, textures and taste of the food I cook is very important to me	11	14	195	278	95	3,73	593
<i>answered question</i>							597
<i>skipped question</i>							0

What is relevant to children are colour, taste, texture followed by the social experience of cooking with others, nutritional values, easiness...



Question 48: Do the dishes that are prepared at home in your family (by any of the members of your family) contain in your opinion enough fruit and vegetables?

Do the dishes that are prepared at home in your family (by any of the members of your family) contain in your opinion enough fruit and vegetables?		
Answer Options	Response Percent	Response Count
Yes	64,0%	382
No	36,0%	215
<i>answered question</i>		597
<i>skipped question</i>		0

64 % of children are convinced they eat enough fruit and vegetables, proving that people are not really aware of how much fruit and vegetables they should consume.

Question 49: Why do you or other members of your family use fruit and vegetables in the kitchen? More than one answer possible

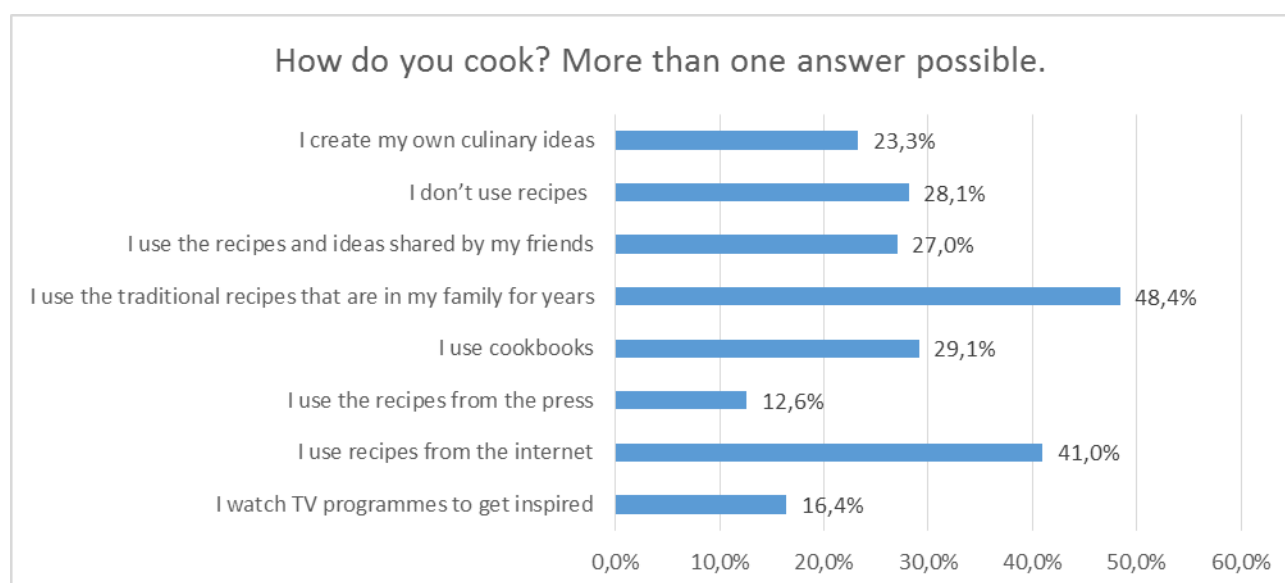
Why do you or other members of your family use fruit and vegetables in the kitchen? More than one answer possible.		
Answer Options	Response Percent	Response Count
Because they are tasty	80,6%	481
Because they are healthy	92,0%	549
Because they give a lot of possibilities	37,4%	223
Because it is easy to prepare dishes with fruit and vegetables	30,7%	183
We don't use fruit and vegetables during cooking	1,3%	8
<i>answered question</i>		597
<i>skipped question</i>		0

Health and taste come first when it comes to using fruit and vegetables .



Question 50: How do you cook? More than one answer possible.

How do you cook? More than one answer possible.		
Answer Options	Response Percent	Response Count
I watch TV programmes to get inspired	16,4%	98
I use recipes from the internet	41,0%	245
I use the recipes from the press	12,6%	75
I use cookbooks	29,1%	174
I use the traditional recipes that are in my family for years	48,4%	289
I use the recipes and ideas shared by my friends	27,0%	161
I don't use recipes	28,1%	168
I create my own culinary ideas	23,3%	139
answered question		597
skipped question		0



Tradition, internet, counselling, cookbooks are the main sources of recipes.

Conclusion

Children have begun to experiment in the kitchen finding recipes also on the Internet (41%) Other new ways of communicating eating issues are not yet accessible or widespread enough, but the opportunity to fill the gap exists. Promoting modern, healthier recipes can pave the way to make habits change from tradition to creativity with a healthier perspective.