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REPORT ON THE RESULTS OF THE QUESTIONNAIRE ON DIETARY HABITS AND PRINCIPLES



FoodLab project

From the ground to the plate

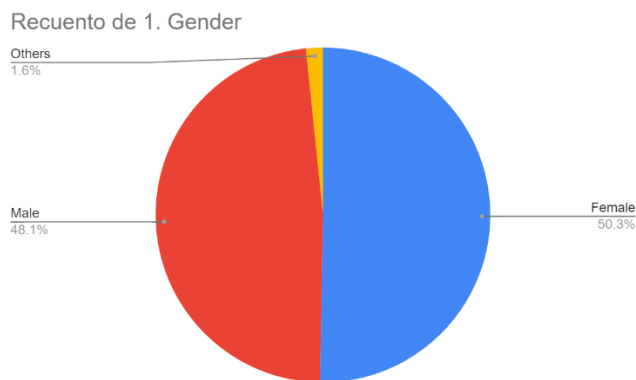
Introduction and profile of the participants

The purpose of this questionnaire was to carry out a field study on the eating habits and principles of young people in Spain as a preliminary investigation to the activities to be developed by the FOOD LAB project.

The questionnaire was completed by 185 people, most of them from Galicia and all of them from Spain. The questionnaire was carried out during the month of October 2022.

Profile of the participants

Regarding the gender of the participants, we can highlight that 50.3% of the participants are women, 48.1% are men and 1.6% chose Other.



The questionnaire is focused on youth, which is why the age ranges chosen were as follows:

16-18 years

18-24 years old

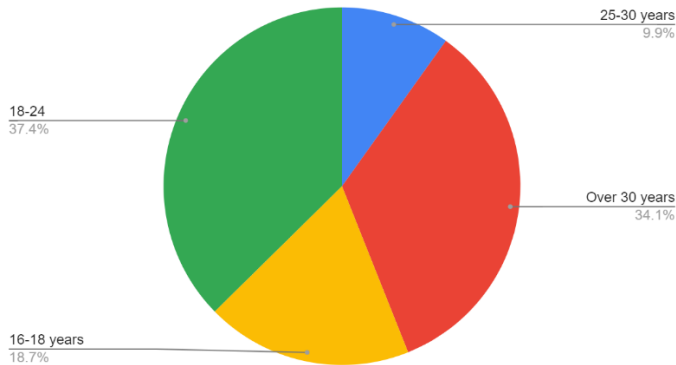
25-30 years old

Over 30 years old

The age ranges have the following proportion: 18.7% are between 16-18 years old. 37.4% are between 18-24 years old. 9.9% are between 15-30 years old. And 34.1% are over 30 years old.

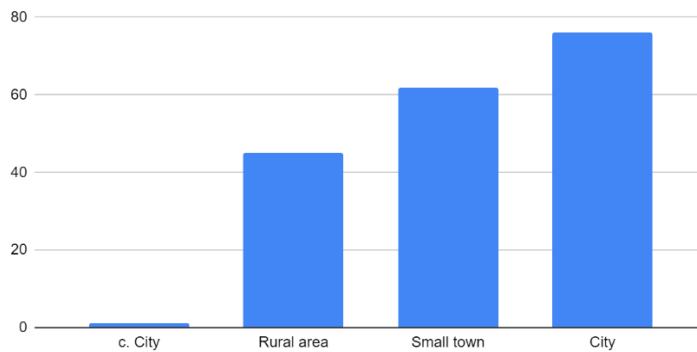
We consider this aspect very positive because it indicates that we have a broad representation of all age groups, which was the objective in this part of the questionnaire.

Recuento de 2. From which age group are you?



An important aspect to have in mind when defining the profile of the survey participants is where they live. In this sense, we sought to survey both young people who live in the countryside and those who live in the cities. We considered that the results would be more representative if they covered both people living in the countryside and people living in the city. In this sense, 41.5% of the participants live in a city, 33.9% live in a small town and 24.6% live in rural areas. Again, this fairly balanced result between the parties offers us a rich and broad point of view.

Recuento de 3. The place where you live is considered:

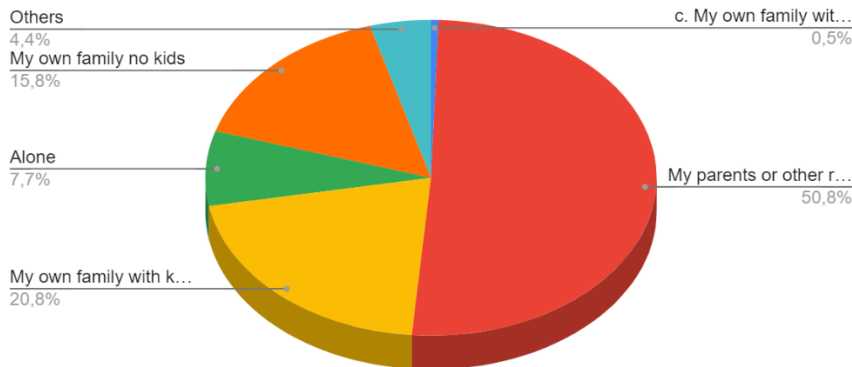


Recuento de 3. The place where you live is considered:

Finally, regarding the profile of the participants, we wanted to know with whom they live:

50.8% of the participants live with their parents or other relatives. 20.8% live with their own family and have children. 15.8% live with their own family and do not have children. And 7.7% live alone. It means that half of them live with the family and the others have their own families.

Recuento de 4. I live with:



ANSWERS TO THE QUESTIONS

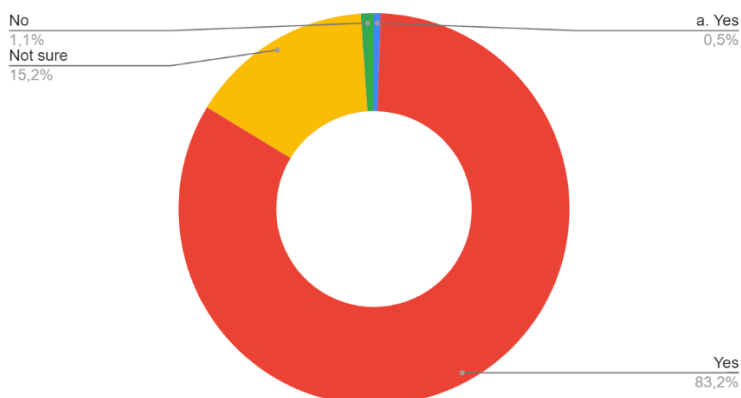
Once we have the profile of the participants, we will analyse the answers obtained in the implemented survey.

Part 1.- FOOD AND HEALTH

The first question was: **do you know what a healthy diet consists of?**

The result obtained is as follows: 83.2% of the participants state that they do know what a healthy diet consists of. 15.2% are not sure and 1.1% do not know what it consists of. Therefore, we can say that today, **more than 80% of the participants in Spain do know what a healthy diet consists of.**

Recuento de 5. Do you know what a healthy diet consists of?

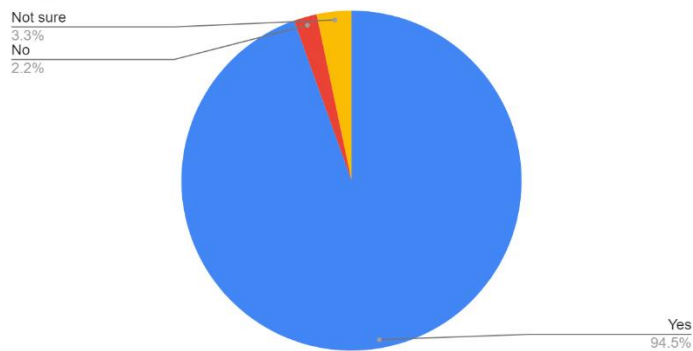


In the same section, we asked the following question: **Do you understand the impact your diet has on your health?**

94.5% said they did understand the impact diet has on health. 3.3% were not sure they understood and 2.2% did not.

So, more than 90% of the participants understand the impact that one's diet has on one's health. It means that we do not need to put much emphasis in this aspects in our awareness raising campaign.

Recuento de 6. You understand the impact that your diet has on your health

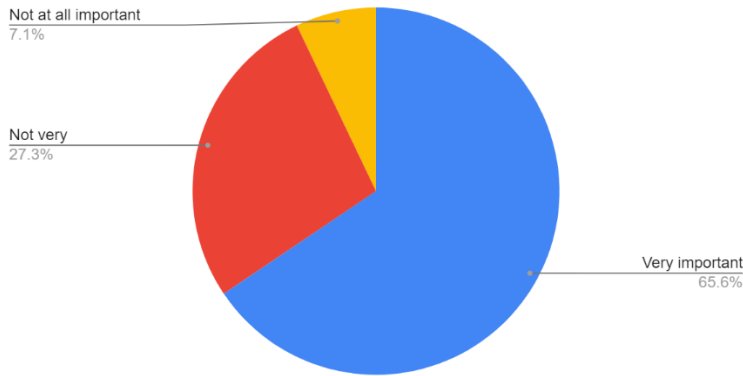


Knowing already what percentage knows what a healthy diet is and how the diet we eat influences our health, we wanted to know: **How important is it to you personally to eat a healthy diet?**

Regarding this question, the results are not so resounding. For 65.6% it is very important to eat a healthy diet. For 27.3% it is not very important and for 7.1% it is not important at all.

It is curious how, despite the fact that more than 80% of the participants in Spain do know what a healthy diet consists of and that more than 90% of the participants understand the impact that one's diet has on one's health, however, only 65.6% think it is very important to eat a healthy diet.

Recuento de 7. How important is for you personally to eat a healthy diet?



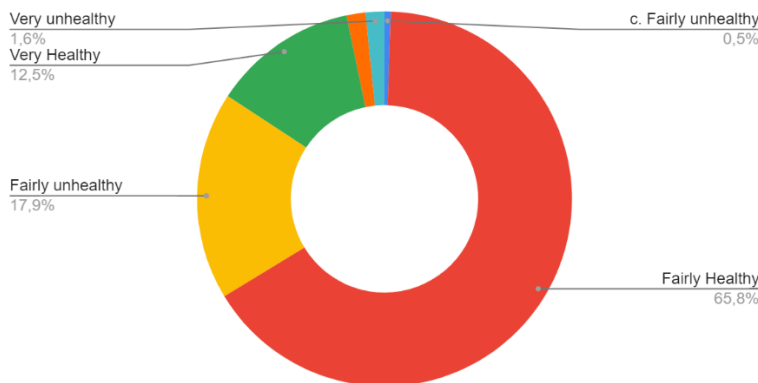
Focusing now on the diet of each person, we ask the following question: **Thinking about the food you usually eat, in general, would you say that what you eat is...?**

12.5% consider that what they eat is very healthy, 65.8% consider that what they eat is quite healthy, 17.9% consider that what they eat is quite unhealthy and 0.5% consider that what they eat is very unhealthy.

We obtain an alarming result when we see that **less than 15% of the participants have a very healthy diet.**

Therefore, it seems that, although people know what a healthy diet consists of, a very low percentage are aware enough to put it into practice.

Recuento de 8. Thinking about the food you usually eat, in overall, would you say that what you eat is...'

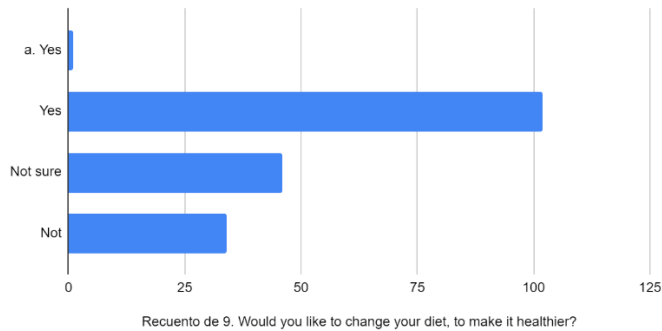


Within this section, the last question was: **Would you like to change your diet to make it healthier?**

Almost 60.0% of the participants would like to change their diet to make it healthier. About 25% are not sure they would like to change their diet and less than 20% are not looking to change their diet.

It seems good news to have a percentage of more than 50% of young people who would like to change their diet and make it healthier. This would be an important aspect to work within the project, support youth to face this challenge of changing their diet.

Recuento de 9. Would you like to change your diet, to make it healthier?



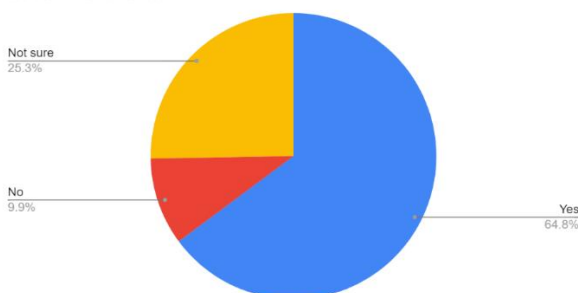
Part 2.- FOOD AND ENVIRONMENT

The first question of this block that we posed to the participants was the following: **Are you aware of the impact of your diet on the environment?**

64.8% of the participants affirmed that they were aware of the impact of diet on the environment. 25.3% are not sure of the impact of diet on the environment and 9.9% are not aware of the impact.

Therefore, we can conclude at this point that, although more than 80% of the participants in Spain do know what a healthy diet consists of, 64.8% are aware of the impact of the diet on the environment. The percentage is not big enough, more than 35% of the interviewees are not aware about this relation, in spite of the presence of this topic in the media due to the strong impact of fertilizers and pesticides in some geographical areas. It would be an important aspect to include in our awareness raising and training activities.

Recuento de 10. Are you aware about the impact of the diet on the environment?

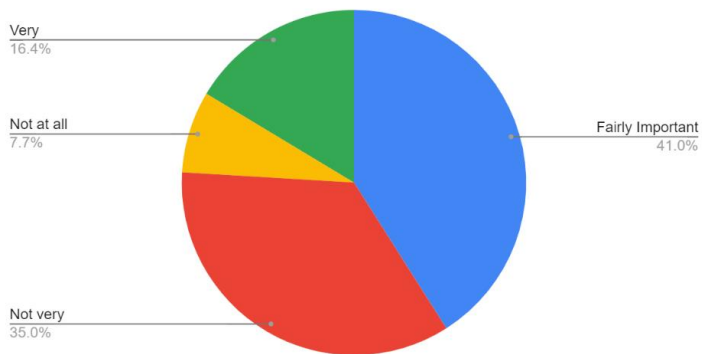


Following the theme of the relationship between food and the environment, the following question was asked: **How important is it for you to buy food with low environmental impact?**

For 16.4% it is very important to buy food with low environmental impact. For 41.0% it is quite important, for 35% it is not very important and for 7.7% it is not important at all.

As we can see, in general it is not very important for the participants to buy food with low environmental impact; for 20% it is not very important.

Recuento de 11. How important is for you to buy food with a low environmental impact?

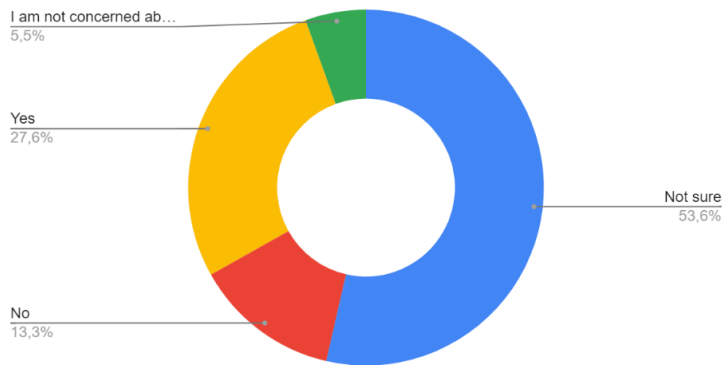


After posing the previous question, we decided to inquire about the particular diet of the participants with the following question: **Thinking about the food you usually eat, in general, do you think it is sustainable?**

27.6% consider that the food they usually eat is sustainable, 53.6% are not sure, 13.3% do not think it is sustainable and 5.5% do not care.

It seems a weighty figure that 53.6% of the participants are not sure if the food they eat is sustainable. In other words, more than half of the participants are unaware of the relationship that the food they eat has with the environment.

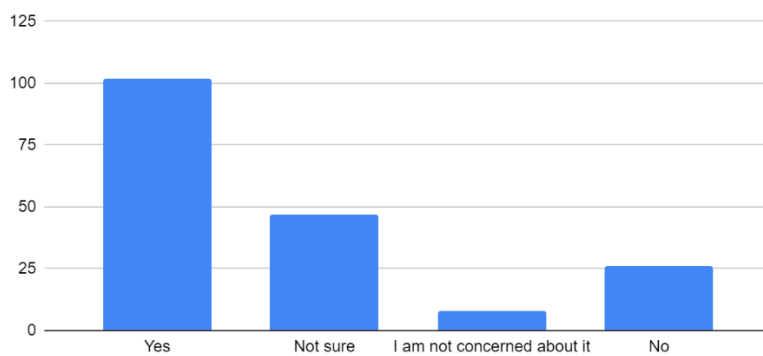
Recuento de 12. Thinking about the food you usually eat, in overall, do you think that it is sustainable?



Once asked if one believes that one's diet is sustainable, the next step was to find out if the participants would like to have a more sustainable diet, the question was: **Would you like to change your diet, to make it more sustainable or environmentally friendly?**

More than 100 participants, i.e. more than 50% of the participants would like to make their diet more sustainable. Almost 50 participants, i.e. around 25% are not sure, almost 5% are not concerned and 25 participants out of the total, i.e. 14.2% would not like to make their diet more sustainable.

Recuento de 13. Would you like to change your diet, to make it more sustainable or environmentally friendly



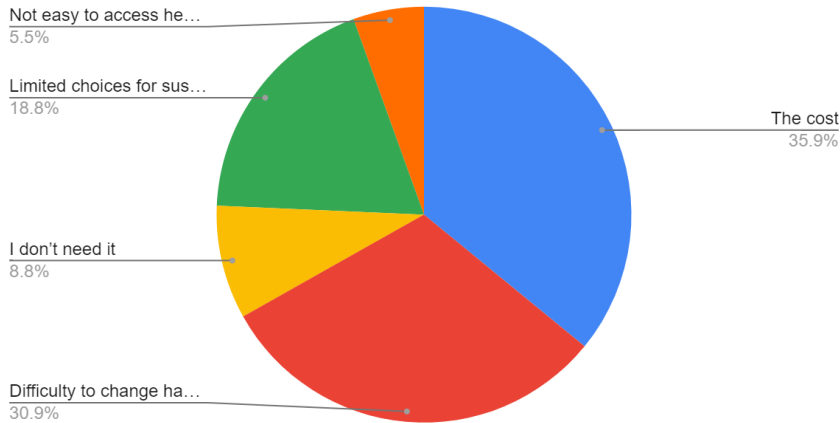
Recuento de 13. Would you like to change your diet, to make it more sustainable or environmental...

Following this study, it made sense to ask what is the reason...: **What is the main reason for not eating a sustainable and environmentally friendly diet?**

35.9% of respondents felt that the main reason was due to cost while 30.9% found the reason to be difficulty in changing habits. 8.8% felt the reason was limited options for

sustainable foods and 5.5% that it is not easy to access healthy foods. Finally, 8.8% considered that the reason was that they did not need to change.

Recuento de 14. What is the main reason for not eating a sustainable and environmentally friendly diet.



The next topic to be addressed in the questionnaire was:

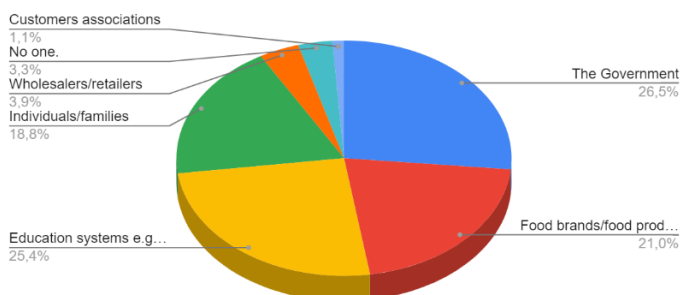
Part 3 - RESPONSIBILITY

Who is responsible for the eating habits and principles of the population?

In this section, the first question was: In your opinion, who, if anyone, should be responsible for improving the healthiness and sustainability of diets in your country?

26.5% of the participants were of the opinion that the government should be responsible. 25.4% thought that the responsible party should be the educational systems. Twenty-one percent put the responsibility on food brands and food producers, 3.9% on wholesalers/retailers, and 3.3% felt that no one was responsible. Only 1.1% considered that the responsibility should fall on consumer associations.

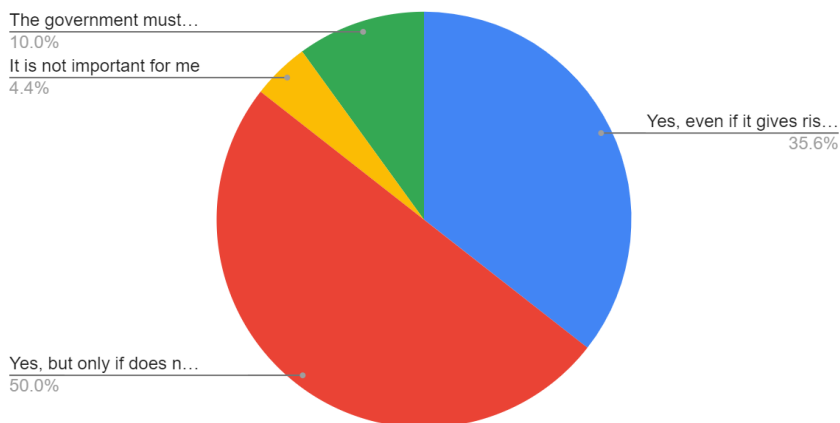
Recuento de 15. In your opinion, who, if anyone, should be responsible for improving the healthiness and sustainability o...



Assuming that many people would bet on dropping the responsibility on the government, we posed the following question: **Would you agree that the government should create laws to force the development of sustainable agriculture?**

50.0% said yes, but only if it does not result in a price increase versus 35.6% who said yes, even if it results in a reasonable price increase. Some 10% considered that the government should not create such laws. And finally, 4.4% stated that it was not so important to them whether or not the government creates laws to force the development of sustainable agriculture.

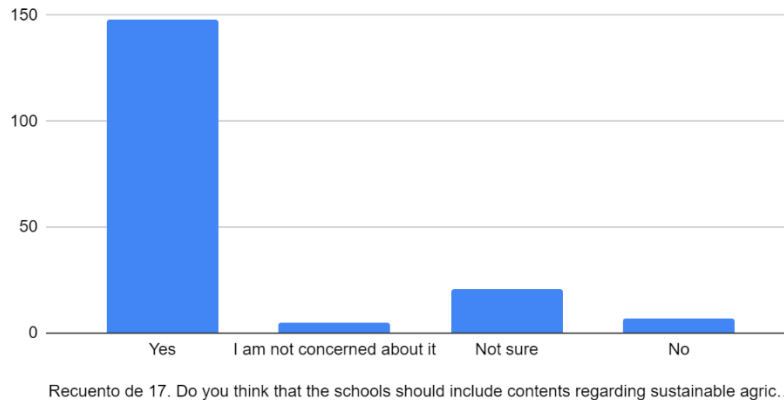
Recuento de 16. Would you agree that government create laws to force the development of sustainable agriculture?



Assuming that another major system would bear some responsibility, we posed the following question: **Do you think schools should include content on sustainable agriculture and food?**

Here the consensus was resounding, almost 150 participants, i.e. more than 80% said yes. Approximately 11% said they were not sure, and very low percentages, about 4% said no and almost 3% said they were not concerned.

Recuento de 17. Do you think that the schools should include contents regarding sustainable agriculture and food?



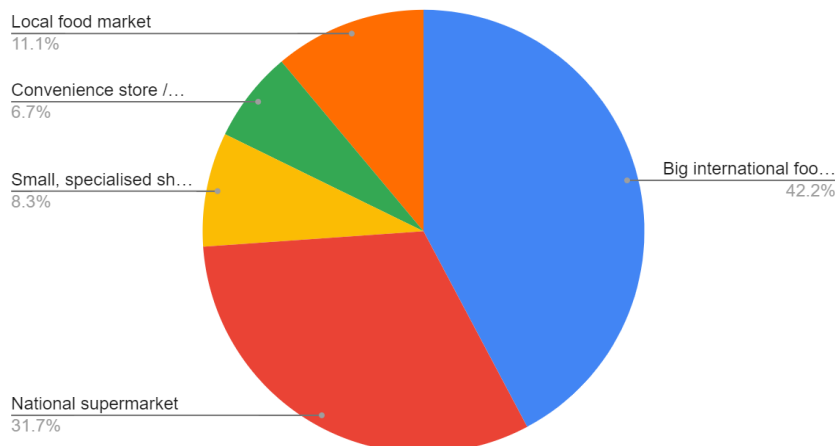
The last block is composed of three questions and the subject matter is as follows:

FOOD PURCHASING HABITS.

We wanted to know where the respondents buy the food they consume.

Not surprisingly, 42.2% do their shopping in large international food stores (Auchan, Lidle, Carrefour...) and 31.7% in national supermarkets. 11.1% shop in neighborhood markets, 8.3% in small specialized stores (e.g. greengrocers / butchers / fishmongers / bakers) and 6.7% in local stores.

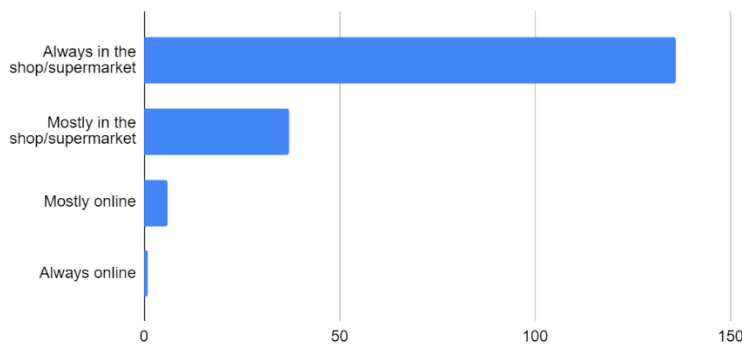
Recuento de 18. Where do you mainly buy the food you eat?



One of the last questions focused on online shopping: **Do you buy the food you eat in the store/supermarket or online?**

It seems that in Spain people still continue to buy more in the store or supermarket itself: about 140 participants (about 75%). About 20% said that they mainly shop in the store/supermarket (i.e., they sometimes shop online). About 3% said they almost always shop online. No one checked the option to always shop online for groceries. There is virtually no representation of people who always shop online, accounting for less than 1%.

Recuento de 19. Do you buy the food you eat in the shop/supermarket or online?

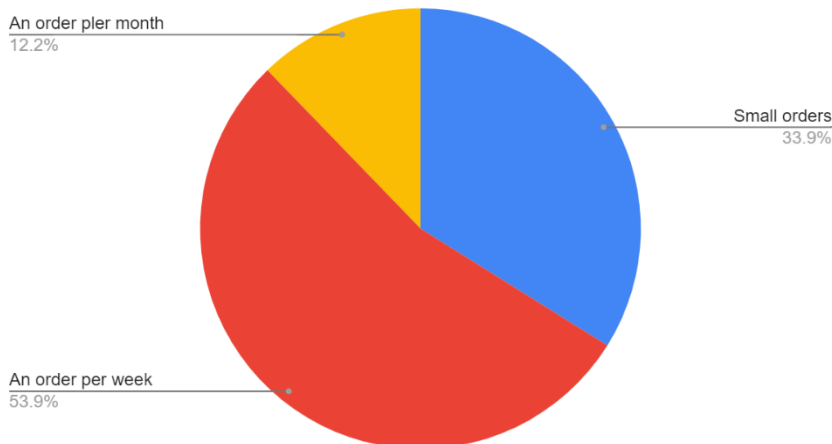


Recuento de 19. Do you buy the food you eat in the shop/supermarket or online?

The last question of the questionnaire has to do with quantity: **do you buy your food in large or small orders?**

53.9% said they place one order per week, 33.9% place small orders and 12.2% place one order per month.

Recuento de 20. You buy your food in big or small orders?



CONCLUSIONS

With respect to the first block of the questionnaire, entitled food and health, we obtained a very large difference between what the respondents think and what they do.

It is a curious result that, although more than 80% of the participants in Spain know what a healthy diet consists of and more than 90% of the participants understand the impact that one's diet has on one's health, nevertheless, only 65.6% think it is very important to eat a healthy diet.

In fact, it is even more curious (and alarming) that less than 15% of respondents consider that they eat very healthy.

We can conclude that, although young people know what a healthy diet consists of, they are not very aware of it, given that a very low percentage of them practice a healthy diet.

Do young people want to change their diet to make it healthier? Almost 60% said yes. It seems good news to know that more than half of young people would like to change their diet and make it healthier.

However, we must ask ourselves, why if more than 90% of young people surveyed understand the impact that a healthy diet has on health, not all of them (in fact, only about 60%) would want to change their diet to make it healthier?

Regarding the second block of the questionnaire dedicated to food and the environment, it is worth noting that 64.8% of respondents are aware of the impact that their diet has on the environment. Despite the fact that more than half of the respondents are aware of the impact of their diet on the environment, only for less than 20% is it important to buy food with a low environmental impact.

Are the foods that respondents eat environmentally sustainable? 27.6% considered that the food they eat is sustainable. In this regard, a fact that came to light when this question was asked is striking: more than half of the participants are unaware of the relationship that the food they eat has with the environment.

More than half of the participants would like to make their diet more sustainable. But why don't people eat a sustainable and environmentally friendly diet? Two of the main reasons are: the high costs of sustainable products and the difficulty in changing habits.

The third block of the questionnaires dealt with the issue of responsibility, of who is responsible for improving diets in our country. Without unity in the answer, the government, the educational systems and the food brands and food producers were pointed out as responsible. In this sense, 50% of the respondents would consider that the government should create laws to force the development of sustainable agriculture only if it does not result in higher prices. In the case of education, there was a strong



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consensus: more than 80% said that schools should include content on sustainable agriculture and food.

In the last block, food shopping habits, it was observed that about 42.2% of the respondents shop in large international food stores compared to 31.7% who shop in national supermarkets. Almost 30% shop in neighborhood stores. Most of the shopping is done physically and not online.

The results show a complete and realistic picture of young people in Spain in relation to food habits and principles.

The most relevant points of the analysis would be:

1. Most of the participants understand the impact that one's diet has on one's health.
2. More than half of the respondents think it is very important to eat a healthy diet.
3. However, less than 15% consider their diet to be very healthy. And only 27.6% considered that the food they eat is sustainable.
4. More than half of the respondents would like to change their diet to make it healthier and more sustainable. The reasons why they do not change it are, mainly:
 - (a) the high costs of sustainable products.
 - b) difficulty in changing habits.
5. In education we should receive training on food habits and principles.

The conclusions lead us to observe that there is such a big difference between what we think and what we do. In order to bring about a change in eating habits, we propose:

- To make a start in education.
- Helping to change healthy habits. As we know, changing habits is very difficult.
- Offer solutions that are not costly.
- Boosting local commerce

In this sense, we note that projects such as the one we are going to carry out, the FOOD LAB, are necessary for raising awareness among young people on issues of food habits and principles. We need a boost focused on raising awareness and helping to change habits through seminars, laboratories and exchanges.



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