

Locally Produced Food : 201407120 : Bulgaria

Prepared for: TNS Opinion

Date of Issue: 26-11-14



1. Methodology

- This study was conducted in Bulgaria via face-to-face Omnibus
- **SAMPLE SIZE** – a sample of 1008 adults in Bulgaria aged 18+ were interviewed.
- **INTERVIEWING** - Interviewing was conducted by face-to-face omnibus between 31st October and 6th November 2014
- **WEIGHTING** – The sample has been weighted to represent the adult population of Bulgaria aged 18+
- **LOW BASES** - Where unweighted base figures are less than 100, data should be treated cautiously, as large margins of error are possible
- **ABBREVIATIONS USED**
 - = 0%
 - * = less than 0.5%
- **TERMS OF CONTRACT** - "No press release or publication of the findings of this survey shall be made without the advance approval of TNS. Such approval will normally only be refused on grounds of inaccuracy or misrepresentation". Confidential to client.
- **TECHNICAL INFORMATION** – Further methodological information can be made available on request

2. QUALITY AND INFORMATION SECURITY

TNS demonstrates commitment to Quality and Information Security by defining, promoting and supporting processes that are designed to continually improve performance and increase efficiency, satisfy our clients, and ensure that the required Information Security controls are in place. Client satisfaction is in the mind of every employee, ensuring the final product meets the agreed specification and delivery time. In addition, Information Security is integral to our business to ensure we meet the requirements of our clients as well as our own. We make the following commitments:

- To provide the training and resources to all staff to enable them to meet this policy
- To set and review objectives and our performance regularly in order to achieve continual improvement in Quality and Information Security
- To ensure that applicable legal, regulatory and business requirements are taken into account
- To establish and maintain a management framework for identifying and reducing risk, including relevant criteria for evaluating such risk. TNS in the UK is registered in accordance with:
 - ISO 20252: 2006 – the international standard for market research
 - ISO 9001: 2008 – the international process standard for service complaints TNS in the UK and/or its employees are members of a number of recognised market research bodies including:
 - ESOMAR – European Society of Opinion and Marketing Research
 - MRS – Market Research



Locally Produced Food : 201407120 : Bulgaria

Page number	Table name	Table title	Base
1	TG1	Q1. To what extent do you agree or disagree with each of the following statements about locally produced food? - Summary Table	Base: All respondents
2	T2	Q1. To what extent do you agree or disagree with each of the following statements about locally produced food? - Purchasing locally produced food supports job creation in the region	Base: All respondents
3	T3	Q1. To what extent do you agree or disagree with each of the following statements about locally produced food? - The production of local food respects rigorous environmental standards	Base: All respondents
4	T4	Q1. To what extent do you agree or disagree with each of the following statements about locally produced food? - The government should do more to support the production and distribution of local food	Base: All respondents
5	T5	Q1. To what extent do you agree or disagree with each of the following statements about locally produced food? - It is possible to have a complete balanced diet based on locally produced food.	Base: All respondents
6	TG6	Q2. How often do you do the following ...? - Summary Table	Base: All respondents
7	T7	Q2. How often do you do the following ...? - You try to find out if the food you are buying is produced locally	Base: All respondents
8	T8	Q2. How often do you do the following ...? - You buy food from the shop closest to where you live (supermarket or some other retail shop)	Base: All respondents
9	T9	Q2. How often do you do the following ...? - You buy food directly from farmers (for example farmers markets or farmers shops)	Base: All respondents
10	T10	Q2. How often do you do the following ...? - When eating out, you try to eat at restaurants which use locally produced food	Base: All respondents

Locally Produced Food : 201407120 : Bulgaria

Page number	Table name	Table title	Base
11	TG11	Q3. To what extent do you agree or disagree with each of the following statements about locally produced food? - Summary Table	Base: All respondents
12	T12	Q3. To what extent do you agree or disagree with each of the following statements about locally produced food? - It is difficult to find information about where to buy locally produced food	Base: All respondents
13	T13	Q3. To what extent do you agree or disagree with each of the following statements about locally produced food? - There are not enough places to buy locally produced food in the area where you live	Base: All respondents
14	T14	Q3. To what extent do you agree or disagree with each of the following statements about locally produced food? - The prices for locally produced food are too high	Base: All respondents
15	T15	Q3. To what extent do you agree or disagree with each of the following statements about locally produced food? - Buying locally produced food means the choice is too limited	Base: All respondents

Locally Produced Food : 201407120 : Bulgaria

Q1. To what extent do you agree or disagree with each of the following statements about locally produced food? - Summary Table

Base: All respondents

	Purchasing locally produced food supports job creation in the region	The production of local food respects rigorous environmental standards	The government should do more to support the production and distribution of local food	It is possible to have a complete balanced diet based on locally produced food.
	A	B	C	D
Unweighted Base	1008	1008	1008	1008
Weighted Base	1008	1008	1008	1008
Totally agree (4)	598 59% BD	255 25% ABD	695 69% ABD	337 33% B
Tend to agree (3)	298 30% C	343 34% AC	248 25% C	313 31% C
Tend to disagree (2)	49 5% C	160 16% ACD	13 1% AC	100 10% AC
Totally disagree (1)	20 2% C	47 5% AC	2 * AC	51 5% AC
Don't know	43 4% AC	203 20% AC	50 5% AC	208 21% AC
NET : Agree	896 89% BD	598 59% ABD	943 94% ABD	650 64% B
NET : Disagree	69 7% C	207 21% ACD	15 1% AC	150 15% AC
Mean score	3.53	3	3.71	3.17
Standard Deviation	0.691	0.866	0.496	0.878
Error Variance	*	0.001	*	0.001

Weighted by: weight

Overlap formulae used - Column Means: Columns Tested (5%): A/B/C/D Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B/C/D Minimum Base: Continuity correction applied



Locally Produced Food : 201407120 : Bulgaria

Q1. To what extent do you agree or disagree with each of the following statements about locally produced food? - Purchasing locally produced food supports job creation in the region

Base: All respondents

	GENDER			Age						REGION										EDUCATION										Household income (monthly)									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Sofia city	Bourgas	Varna	Lovech	Montana	Plovdiv	Rousse	Sofia Region	Haskovo	Postgraduate University	University	Higher than Secondary	Secondary pre-university	Secondary vocational	Primary	Lower	Unlettered	< 250 BGN	250 - 499 BGN	500 - 749 BGN	750 - 999 BGN	1000 - 1249 BGN	1250 - 1499 BGN	1500 - 1749 BGN	1750 - 1999 BGN	2000 - 2499 BGN	2500 BGN +	DK/R		
Unweighted Base	1008	514	494	65	156	195	235	187	170	200	94	109	113	60	143	80	113	96	10	259	43	169	347	140	33	7	47	146	144	112	119	46	55	18	35	43	243		
Weighted Base	1008	487	521	92	175	170	182	183	207	188	96	117	109	65	149	81	109	95	9	228	45	166	329	188	35	7	53	160	152	109	112	43	52	17	35	38	257		
Totally agree (4)	59%	57%	62%	56%	62%	67%	60%	57%	54%	57%	67%	69%	63%	48%	64%	73%	53%	37%	61%	64%	80%	57%	200	97	17	2	23	91	94	65	82	25	32	12	20	24	130		
R	298	159	139	31	47	42	51	55	71	63	22	23	28	27	45	18	24	49	2	66	6	49	104	61	7	3	20	47	39	36	26	16	13	4	14	12	70		
Tend to agree (3)	30%	33%	27%	34%	27%	25%	28%	30%	34%	33%	22	19%	26%	42%	22%	22%	52%	22%	22%	29%	13%	30%	32%	32%	21%	37%	37%	29%	26%	33%	23%	37%	26%	4	25%	40%	31%	30%	
Tend to disagree (2)	4%	5%	5%	6%	5%	4%	7%	3%	5%	6%	4%	3%	5%	9%	3%	-	10%	4%	7%	4%	7%	14	7	2	-	2	7	9	2	2	2	2	3	-	2	2	18		
Totally disagree (1)	2%	2%	2%	3%	2%	2%	2%	1%	2%	-	1%	3%	-	1%	-	1%	10%	1%	-	2%	-	4%	2%	2%	-	1%	3%	1%	2%	1%	-	4%	-	-	1	7	3%		
Don't know	4%	4%	4%	1%	5%	2%	3%	7%	6%	3%	6%	8%	4%	2%	2%	5%	5%	6%	10%	2%	-	2%	10%	26%	32%	15%	7%	5%	3%	1%	-	2	-	-	-	11			
NET : Agree	89%	89%	88%	90%	89%	92%	88%	87%	88%	90%	90%	89%	97%	89%	94%	95%	75%	89%	83%	92%	93%	87%	84%	69%	68%	80%	86%	88%	101	108	96%	86%	100%	95%	94%	200	85%		
NET : Disagree	7%	7%	7%	9%	6%	6%	9%	6%	6%	7%	4%	3%	8%	9%	5%	-	20%	5%	7%	6%	7%	11%	6%	6%	5%	-	6%	7%	7%	4%	3%	4%	10%	-	5%	6%	11%		
Mean score	3.53	3.5	3.55	3.44	3.56	3.61	3.5	3.53	3.49	3.49	3.67	3.71	3.54	3.4	3.59	3.77	3.24	3.33	3.6	3.57	3.73	3.44	3.53	3.48	3.59	3.45	3.41	3.5	3.57	3.56	3.68	3.55	3.47	3.75	3.51	3.55	3.43		
Standard Deviation	0.691	0.696	0.686	0.759	0.68	0.664	0.719	0.688	0.667	0.681	0.555	0.555	0.73	0.651	0.625	0.423	1.014	0.621	0.671	0.66	0.589	0.784	0.677	0.7	0.618	0.561	0.668	0.724	0.663	0.628	0.587	0.577	0.807	0.445	0.594	0.676	0.776		
Error Variance	*	0.001	0.001	0.006	0.003	0.003	0.003	0.003	0.002	0.003	0.003	0.003	0.005	0.007	0.003	0.002	0.01	0.004	0.053	0.002	0.008	0.004	0.001	0.003	0.015	0.067	0.01	0.004	0.003	0.004	0.003	0.008	0.013	0.012	0.01	0.012	0.003		

Weighted by: weight

- Column Means: Columns Tested (5%): A/B/C/A/D/E/F/G/H/L/A/J/K/L/M/N/O/P/Q/R/A/S/T/U/V/W/X/Y/Z Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B/C/A/D/E/F/G/H/L/A/J/K/L/M/N/O/P/Q/R/A/S/T/U/V/W/X/Y/Z Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 31/10/2014 - 06/11/2014

Locally Produced Food : 201407120 : Bulgaria

Q1. To what extent do you agree or disagree with each of the following statements about locally produced food? - The production of local food respects rigorous environmental standards

Base: All respondents

	GENDER			Age						REGION										EDUCATION										Household income (monthly)										DK/R
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Sofia city	Bourgas	Varna	Lovetch	Montana	Plovdiv	Rousse	Sofia Region	Haskovo	Postgraduate University	University	Higher than Secondary	Secondary pre-university	Secondary vocational	Primary	Lower	Unlettered	< 250 BGN	250 - 499 BGN	500 - 749 BGN	750 - 999 BGN	1000 - 1249 BGN	1250 - 1499 BGN	1500 - 1749 BGN	1750 - 1999 BGN	2000 - 2499 BGN	2500 BGN +				
Unweighted Base	1008	514	494	65	156	195	235	187	170	200	94	109	113	60	143	80	113	96	10	259	43	169	347	140	33	7	47	146	144	112	119	46	55	18	35	43	243			
Weighted Base	1008	487	521	92	175	170	182	183	207	188	96	117	109	65	149	81	109	95	9	228	45	166	329	188	35	7	53	160	152	109	112	43	52	17	35	38	237			
Totally agree (4)	25%	25%	26%	23%	27%	30%	22%	24%	25%	20%	44%	27%	34%	22%	21%	33%	25%	7%	29%	38%	25%	28%	23%	28%	28%	14%	17%	28%	35%	24%	22%	17%	8%	26%	15%	27%	28%			
Tend to agree (3)	34%	167 34%	176 34%	29 32%	65 37%	62 37%	64 35%	55 30%	67 32%	76 41%	29 30%	44 38%	29 26%	35 54%	51 34%	24 29%	19 18%	36 38%	2 22%	82 36%	15 32%	64 39%	120 36%	55 29%	6 16%	1 14%	14 27%	45 28%	46 31%	46 42%	42 38%	15 34%	22 43%	7 40%	18 51%	16 43%	71 30%			
Tend to disagree (2)	16%	72 15%	88 17%	10 11%	26 15%	23 13%	32 18%	31 17%	39 19%	37 20%	9 10%	12 11%	12 11%	6 10%	15 10%	17 21%	26 17%	2 2%	45 20%	8 17%	38 17%	39 12%	25 13%	3 10%	- 10%	11 21%	27 17%	19 13%	12 11%	21 18%	9 22%	16 31%	1 4%	4 10%	3 8%	37 16%				
Totally disagree (1)	5%	24 5%	22 4%	8 8%	- *	8 5%	10 6%	8 5%	12 6%	8 4%	2 2%	3 2%	3 6%	1 1%	5 3%	- *	19 17%	3 4%	1 8%	11 5%	1 2%	10 6%	18 5%	4 2%	1 2%	1 9%	1 1%	8 5%	5 3%	2 2%	7 6%	4 9%	3 6%	1 7%	1 2%	3 7%	13 5%			
Don't know	20%	104 21%	99 19%	24 26%	36 21%	25 15%	35 19%	45 24%	38 18%	28 15%	14 14%	26 22%	25 23%	8 13%	47 32%	14 17%	18 23%	22 19%	2 17%	39 11%	5 8%	13 8%	62 19%	61 32%	16 44%	4 63%	18 34%	36 22%	29 19%	22 20%	18 16%	8 18%	6 12%	4 22%	8 22%	6 15%	49 21%			
NET : Agree	59%	287 59%	311 60%	51 55%	112 64%	113 67%	105 58%	99 54%	119 57%	115 61%	71 74%	76 65%	66 61%	49 76%	82 55%	50 62%	46 43%	43 45%	5 51%	132 58%	32 70%	105 63%	210 64%	98 52%	16 44%	2 28%	23 44%	89 56%	99 65%	72 67%	67 60%	22 51%	27 51%	11 66%	23 66%	27 70%	138 58%			
NET : Disagree	21%	96 20%	111 21%	18 19%	27 15%	31 18%	42 23%	39 21%	50 24%	45 24%	11 11%	15 13%	18 16%	7 11%	20 13%	17 21%	44 31%	30 29%	3 15%	57 20%	9 29%	48 29%	57 17%	29 16%	4 12%	1 9%	12 22%	35 22%	24 16%	14 13%	27 24%	13 31%	20 37%	2 12%	4 12%	6 15%	50 21%			
Mean score	3	3	3	2.95	3.14	3.08	2.92	2.98	2.94	2.91	3.36	3.15	3.16	3.11	3.07	3.14	2.6	2.64	2.9	2.91	3.18	2.89	3.06	3.07	3.26	2.9	2.9	3.01	3.19	3.12	2.9	2.72	2.59	3.09	3.03	3.05	3.02			
Standard Deviation	0.866	0.87	0.862	0.959	0.725	0.863	0.875	0.887	0.902	0.821	0.764	0.77	0.931	0.644	0.801	0.798	1.126	0.721	1.07	0.863	0.834	0.88	0.868	0.817	0.892	1.49	0.807	0.914	0.847	0.729	0.872	0.924	0.76	0.904	0.649	0.88	0.911			
Error Variance	0.001	0.002	0.002	0.013	0.004	0.005	0.005	0.006	0.005	0.004	0.007	0.007	0.01	0.007	0.006	0.009	0.014	0.007	0.152	0.004	0.017	0.005	0.003	0.005	0.04	0.865	0.019	0.007	0.006	0.006	0.008	0.024	0.013	0.064	0.015	0.024	0.004			

Weighted by: weight

- Column Means: Columns Tested (5%): A/B/C/A/D/E/F/G/H/L/A/J/K/L/M/N/O/P/Q/R/A/S/T/U/V/W/X/Y/Z Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B/C/A/D/E/F/G/H/L/A/J/K/L/M/N/O/P/Q/R/A/S/T/U/V/W/X/Y/Z Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 31/10/2014 - 06/11/2014

Locally Produced Food : 201407120 : Bulgaria

Q1. To what extent do you agree or disagree with each of the following statements about locally produced food? - The government should do more to support the production and distribution of local food

Base: All respondents

	GENDER			Age						REGION								EDUCATION								Household income (monthly)												
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Sofia city	Bourgas	Varna	Lovetch	Montana	Plovdiv	Rousse	Sofia Region	Haskovo	Postgraduate University	University	Higher than Secondary	Secondary pre-university	Secondary vocational	Primary	Lower	Unlettered	< 250 BGN	250 - 499 BGN	500 - 749 BGN	750 - 999 BGN	1000 - 1249 BGN	1250 - 1499 BGN	1500 - 1749 BGN	1750 - 1999 BGN	2000 - 2499 BGN	2500 BGN +	DK/R	
Unweighted Base	1008	514	494	65	156	195	235	187	170	200	94	109	113	60	143	80	113	96	10	259	43	169	347	140	33	7	47	146	144	112	119	46	55	18	35	43	243	
Weighted Base	1008	487	521	92	175	170	182	183	207	188	96	117	109	65	149	81	109	95	9	228	45	166	329	188	35	7	53	160	152	109	112	43	52	17	35	38	237	
Totally agree (4)	69% R	65% B	72% B	76% *	70% *	72% *	69% *	68% *	63% *	63% *	63% *	78% JKR*	86% AJKNOPQ R*	62% *	72% R	72% R*	67% *	55% *	70% **	72% *	82% *	66% *	71% *	66% *	53% **	45% **	64% *	73% *	70% *	72% *	78% *	75% *	64% *	67% *	68% *	65% *	62% *	
Tend to agree (3)	248 25% LM	136 28% C	112 22% *	18 20% *	41 24% *	42 25% *	45 25% *	42 23% *	60 29% LM	55 29% LM*	30 14% LM*	17 14% *	13 12% M*	18 28% M*	37 25% M	26 20% M	24 19% M	37 39% ALMORQ*	2 21% **	51 22% *	8 17% *	48 29% *	87 26% *	45 24% *	8 23% **	- 25% **	13 19% *	30 23% *	34 25% *	27 21% *	23 20% *	9 27% *	14 29% *	5 29% *	11 32% *	13 35% *	68 29% *	
Tend to disagree (2)	13 1%	5 1%	7 1%	- *	3 2%	2 1%	4 2%	- *	4 2%	1 1%	- *	2 2%	2 2%	4 4%	- *	- *	4 4%	1 1%	- **	4 2%	1 2%	4 2%	1 1%	2 2%	- **	2 23% **	1 1%	3 2%	3 2%	- *	1 1%	- *	- *	- *	- *	- *	5 2%	
Totally disagree (1)	2 *	1 *	1 *	- *	1 1%	- *	- *	- *	1 1%	2 1%	- *	- *	- *	- *	- *	- *	- *	- **	1 *	- **	- **	1 *	- **	- **	- **	- **	- 1%	1 1%	- *	- *	- *	- *	- *	- *	- *	- *	- *	1 *
Don't know	50 5%	27 6%	23 4%	4 5%	6 4%	3 2%	8 5%	17 9%	12 6%	12 6%	5 6%	7 6%	1 1%	4 6%	4 3%	6 8%	5 6%	1 10%	8 3%	- **	5 3%	8 2%	18 10%	8 24%	2 32% **	5 10%	9 6%	9 6%	3 2%	1 1%	2 5%	4 8%	1 4%	- *	- *	- *	17 7%	
NET : Agree	943 94%	453 93%	490 94%	88 95%	164 94%	165 97%	170 93%	166 91%	190 92%	173 92%	90 94%	108 98%	107 98%	58 90%	145 97%	74 92%	99 91%	89 93%	8 90%	216 95%	45 98%	157 95%	320 97%	168 89%	27 76%	3 45%	47 89%	147 92%	140 92%	106 98%	111 99%	41 95%	48 91%	16 96%	35 100%	38 100%	214 90%	
NET : Disagree	15 1%	6 1%	8 2%	- *	4 2%	2 1%	4 2%	- *	5 2%	3 2%	- *	3 2%	2 2%	2 4%	- *	4 4%	1 1%	- **	5 2%	1 2%	4 2%	4 1%	2 1%	2 1%	- **	2 23% **	1 1%	4 3%	3 2%	- *	1 1%	- *	- *	- *	- *	- *	6 2%	
Mean score	3.71	3.67	3.74	3.79	3.7	3.72	3.7	3.75	3.64	3.64	3.67	3.8	3.85	3.62	3.74	3.78	3.67	3.57	3.77	3.72	3.8	3.65	3.71	3.72	3.69	3.34	3.7	3.74	3.72	3.74	3.78	3.79	3.69	3.7	3.68	3.65	3.63	
Standard Deviation	R 0.496	0.507	0.483	0.408	0.527	0.482	0.506	0.436	0.548	0.557	0.473	0.456	AJKNOR* 0.4	0.566	0.438	0.414	0.546	0.519	0.446	0.511	0.441	0.525	0.481	0.474	0.469	1.061	0.499	0.519	0.494	0.439	0.43	0.413	0.483	0.474	0.474	0.483	0.551	
Error Variance	*	0.001	*	0.002	0.002	0.001	0.001	0.001	0.002	0.002	0.002	0.002	0.001	0.005	0.001	0.002	0.003	0.003	0.024	0.001	0.004	0.002	0.001	0.001	0.008	0.239	0.005	0.002	0.002	0.002	0.002	0.004	0.005	0.014	0.006	0.006	0.001	

Weighted by: weight

- Column Means: Columns Tested (5%): A/B/C/A/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/A/S/T/U/V/W/X/Y/Z Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B/C/A/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/A/S/T/U/V/W/X/Y/Z Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



Locally Produced Food : 201407120 : Bulgaria

Q1. To what extent do you agree or disagree with each of the following statements about locally produced food? - It is possible to have a complete balanced diet based on locally produced food.

Base: All respondents

	GENDER			Age						REGION										EDUCATION										Household income (monthly)										DK/R
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Sofia city	Bourgas	Varna	Lovech	Montana	Plovdiv	Rousse	Sofia Region	Haskovo	Postgraduate University	University	Higher than Secondary	Secondary pre-university	Secondary vocational	Primary	Lower	Unlettered	< 250 BGN	250 - 499 BGN	500 - 749 BGN	750 - 999 BGN	1000 - 1249 BGN	1250 - 1499 BGN	1500 - 1749 BGN	1750 - 1999 BGN	2000 - 2499 BGN	2500 BGN +				
Unweighted Base	1008	514	494	65	156	195	235	187	170	200	94	109	113	60	143	80	113	96	10	259	43	169	347	140	33	7	47	146	144	112	119	46	55	18	35	43	243			
Weighted Base	1008	487	521	92	175	170	182	183	207	188	96	117	109	65	149	81	109	95	9	228	45	166	329	140	35	7	53	160	152	109	112	43	52	17	35	38	237			
Totally agree (4)	337 33%	154 32%	183 35%	33 37%	67 39%	67 39%	63 35%	53 29%	53 25%	55 29%	50 53%	52 44%	40 37%	19 29%	43 29%	33 40%	27 25%	17 18%	3 29%	81 35%	24 52%	54 33%	109 30%	56 28%	10 28%	- -	8 15%	56 35%	54 36%	40 37%	41 37%	8 19%	21 41%	5 27%	13 36%	16 41%	75 32%			
Tend to agree (3)	313 31%	154 32%	159 31%	21 23%	48 27%	55 33%	57 31%	65 35%	68 33%	73 33%	24 25%	28 24%	26 24%	27 42%	62 41%	13 16%	24 22%	37 39%	4 44%	73 32%	10 23%	55 33%	116 35%	49 26%	6 17%	- -	16 30%	38 24%	47 31%	34 31%	37 33%	19 44%	16 30%	8 49%	13 36%	12 32%	74 31%			
Tend to disagree (2)	100 10%	42 9%	58 11%	8 9%	23 13%	16 10%	23 13%	12 7%	17 8%	17 8%	7 12%	11 10%	7 7%	7 11%	4 2%	15 13%	15 14%	- -	29 13%	7 15%	23 14%	29 9%	12 6%	- -	1 14%	3 5%	17 10%	17 11%	11 10%	16 14%	3 7%	6 12%	3 16%	1 3%	1 2%	23 10%				
Totally disagree (1)	51 5%	24 5%	27 5%	3 3%	6 4%	6 3%	11 6%	13 7%	11 5%	6 3%	1 1%	5 4%	8 7%	1 1%	4 3%	5 6%	18 17%	3 3%	1 8%	9 4%	1 3%	14 8%	17 5%	9 5%	1 2%	- -	4 7%	11 4%	6 4%	5 4%	6 4%	3 8%	2 5%	- -	2 7%	2 4%	10 4%			
Don't know	208 21%	113 23%	94 18%	26 28%	30 17%	26 15%	28 15%	39 21%	59 29%	32 17%	14 14%	21 18%	28 25%	11 16%	36 24%	19 24%	25 23%	2 19%	36 16%	3 7%	3 12%	20 18%	59 33%	63 53%	19 86%	23 43%	39 24%	28 18%	19 17%	13 11%	9 22%	6 12%	1 8%	7 19%	8 21%	54 23%				
NET : Agree	650 64%	308 63%	342 66%	55 60%	115 66%	122 66%	120 65%	118 65%	120 58%	128 68%	75 78%	80 68%	66 60%	46 71%	105 71%	46 57%	51 46%	55 58%	7 73%	154 68%	34 75%	109 66%	225 56%	105 56%	16 45%	- -	24 45%	94 59%	101 67%	74 68%	78 64%	27 64%	37 71%	13 76%	25 71%	28 73%	149 63%			
NET : Disagree	150 15%	66 13%	85 16%	11 12%	30 17%	22 13%	34 19%	26 14%	28 13%	29 15%	8 8%	16 14%	15 14%	8 12%	7 5%	16 19%	33 31%	18 19%	1 8%	38 17%	8 17%	36 22%	46 14%	20 11%	1 2%	1 14%	7 12%	27 15%	22 15%	16 15%	22 19%	6 15%	9 16%	3 9%	3 6%	2 14%	33 14%			
Mean score	3.17	3.17	3.17	3.29	3.22	3.27	3.11	3.1	3.09	3.13	3.51	3.32	3.2	3.19	3.29	2.71	2.96	3.17	3.18	3.35	3.03	3.17	3.22	3.49	2	2.93	3.15	3.21	3.21	3.14	2.95	3.22	3.13	3.25	3.39	3.17				
Standard Deviation	0.878	0.866	0.889	0.859	0.872	0.818	0.916	0.907	0.874	0.803	0.692	0.883	0.972	0.72	0.69	1.005	1.138	0.776	0.9	0.855	0.853	0.953	0.854	0.881	0.765	-	0.922	0.968	0.851	0.861	0.89	0.874	0.886	0.695	0.878	0.787	0.858			
Error Variance	0.001	0.002	0.002	0.011	0.005	0.005	0.005	0.006	0.005	0.004	0.006	0.008	0.012	0.01	0.004	0.016	0.015	0.008	0.107	0.004	0.017	0.006	0.003	0.006	0.035	-	0.028	0.008	0.006	0.008	0.008	0.023	0.017	0.032	0.027	0.02	0.004			

Weighted by: weight

- Column Means: Columns Tested (5%): A/B/C/A/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/A/S/T/U/V/W/X/Y/Z Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B/C/A/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/A/S/T/U/V/W/X/Y/Z Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



Locally Produced Food : 201407120 : Bulgaria

Q2. How often do you do the following ...? - Summary Table

Base: All respondents

	You try to find out if the food you are buying is produced locally	You buy food from the shop closest to where you live (supermarket or some other retail shop)	You buy food directly from farmers (for example farmers markets or farmers shops)	When eating out, you try to eat at restaurants which use locally produced food
	A	B	C	D
Unweighted Base	1008	1008	1008	1008
Weighted Base	1008	1008	1008	1008
Yes, often (4)	243 24% CD	722 72% ACD	158 16% D	59 6%
Yes, sometimes (3)	346 34% BCD	200 20% D	273 27% BD	138 14%
Yes, rarely (2)	227 22% B	47 5%	291 29% ABD	221 22% B
No, never (1)	166 16% B	21 2%	262 26% AB	466 46% ABC
Don't know	26 3%	17 2%	24 2%	125 12% ABC
NET : Yes, total	816 81% CD	970 96% ACD	722 72% D	417 41%
NET : Yes - always/sometimes	590 59% CD	922 92% ACD	431 43% D	197 19%
NET : Rarely/never	392 39% B	69 7%	553 55% AB	686 68% ABC
Mean score	2.68 CD	3.64 ACD	2.33 D	1.76
Standard Deviation	1.026	0.675	1.038	0.946
Error Variance	0.001	*	0.001	0.001

Weighted by: weight

Overlap formulae used - Column Means: Columns Tested (5%): A/B/C/D Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Continuity correction applied

Columns Tested (5%): A/B/C/D Minimum Base:



TNS Ncompass

Q2. How often do you do the following ...? - You try to find out if the food you are buying is produced locally

Base: All respondents

	GENDER			Age						REGION										EDUCATION										Household income (monthly)										DK/R
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Sofia city	Bourgas	Varna	Lovech	Montana	Plovdiv	Rousse	Sofia Region	Haskovo	Postgraduate University	University	Higher than Secondary	Secondary pre-university	Secondary vocational	Primary	Lower	Unlettered	< 250 BGN	250 - 499 BGN	500 - 749 BGN	750 - 999 BGN	1000 - 1249 BGN	1250 - 1499 BGN	1500 - 1749 BGN	1750 - 1999 BGN	2000 - 2499 BGN	2500 BGN +				
Unweighted Base	1008	514	494	65	156	195	235	187	170	200	94	109	113	60	143	80	113	96	10	259	43	169	347	140	33	7	47	146	144	112	119	46	55	18	35	43	243			
Weighted Base	1008	487	521	92	175	170	182	183	207	188	96	117	109	65	149	81	109	95	9	228	45	166	329	188	35	7	53	160	152	109	112	43	52	17	35	38	237			
Yes, often (4)	243	101	142	21	31	49	48	48	47	38	39	15	39	17	41	21	25	10	2	61	20	41	83	33	4	-	9	33	46	24	38	9	11	3	7	7	53			
LR	24%	21%	27%	*	18%	29%	26%	26%	23%	20%	41%	13%	36%	26%	28%	23%	10%	21%	**	27%	43%	25%	32%	18%	11%	**	16%	20%	30%	22%	24%	20%	17%	18%	18%	25%				
346	164	183	26	64	56	68	55	77	53	39	45	30	27	46	16	44	47	3	91	18	56	122	49	7	1	12	42	53	50	41	16	20	8	8	14	83				
34%	34%	35%	28%	36%	33%	37%	30%	37%	28%	40%	39%	27%	42%	31%	19%	40%	50%	33%	3	40%	39%	34%	37%	26%	19%	16%	22%	26%	35%	46%	36%	48%	22%	38%	35%					
P	111	115	19	43	42	37	41	45	61	9	28	20	14	38	17	20	19	3	56	5	41	79	38	4	1	11	36	30	23	24	6	14	5	19	9	49				
22%	23%	22%	21%	24%	25%	20%	22%	22%	33%	33%	9%	24%	19%	22%	26%	22%	19%	20%	37%	24%	11%	25%	24%	20%	11%	14%	21%	20%	21%	22%	14%	26%	29%	53%	24%	21%				
K	166	96	70	23	33	23	26	29	31	32	7	22	20	5	23	23	17	16	1	19	3	27	42	59	13	3	18	41	19	12	8	11	6	1	2	8	39			
16%	20%	13%	25%	19%	13%	14%	16%	15%	17%	17%	19%	18%	7%	16%	29%	16%	16%	10%	8%	6%	16%	13%	31%	36%	50%	35%	26%	12%	11%	7%	26%	12%	6%	6%	20%	17%				
KT	26	15	11	2	4	-	4	9	7	4	3	6	-	2	1	3	4	-	2	-	1	4	10	8	1	3	9	4	-	1	-	2	-	-	-	6				
3%	3%	2%	2%	2%	-	2%	5%	3%	2%	3%	6%	*	*	3%	1%	4%	3%	4	1%	-	*	1%	5%	23%	5%	6%	3%	1%	-	4%	-	-	-	-	3%					
NET : Yes, total	816	376	440	66	137	147	152	144	169	152	86	88	89	58	125	54	89	75	8	207	43	138	284	120	14	2	31	110	129	97	103	32	44	16	33	30	191			
81%	77%	84%	72%	79%	87%	84%	79%	82%	81%	90%	76%	82%	89%	84%	67%	81%	80%	90%	91%	94%	83%	86%	64%	41%	30%	59%	69%	85%	89%	92%	74%	84%	94%	94%	80%	81%				
PX	590	265	325	47	95	105	115	104	124	91	78	61	68	44	87	36	68	57	5	151	37	97	205	82	10	1	20	74	98	74	79	26	30	14	21	141				
59%	54%	62%	51%	54%	62%	63%	57%	60%	48%	81%	52%	63%	68%	58%	45%	63%	60%	53%	66%	83%	59%	62%	44%	44%	30	16%	38%	65%	68%	71%	60%	65%	11	65%	14	60%				
JPX	392	207	185	43	76	64	63	70	76	94	15	50	40	19	62	41	38	34	4	74	8	68	121	96	17	4	30	77	49	35	32	17	20	6	21	17	89			
39%	42%	36%	47%	44%	38%	35%	38%	37%	50%	16%	42%	37%	29%	41%	51%	35%	36%	47%	33%	17%	41%	37%	51%	48%	64%	56%	48%	32%	32%	29%	40%	38%	35%	59%	44%	38%				
KU	2.68	2.57	2.78	2.49	2.54	2.78	2.77	2.71	2.7	2.52	3.18	2.49	2.8	2.89	2.43	2.71	2.56	2.64	2.86	3.2	2.68	2.76	2.32	2.06	1.58	2.2	2.44	2.85	2.79	2.98	2.56	2.69	2.76	2.53	2.54	2.69				
Mean score	X	B	*	*	E	E				AJLMOPQ	*	JLP*	JLPR*		*	*	*	**	AX	ATVWX*	X	X		**	**	**	**	**	**	**	**	**	**	**	**	**				
Standard Deviation	1.026	1.041	1.003	1.118	1.004	1.012	1.006	1.052	0.996	1.007	0.884	0.968	1.118	0.893	1.042	1.185	1.003	0.899	0.969	0.91	0.88	1.025	0.976	1.119	1.152	0.894	1.127	1.11	1.004	0.913	0.927	1.106	0.945	0.82	0.874	1.022	1.031			
Error Variance	0.001	0.002	0.002	0.014	0.006	0.006	0.006	0.006	0.005	0.005	0.008	0.008	0.011	0.013	0.007	0.018	0.009	0.009	0.1	0.004	0.017	0.006	0.003	0.007	0.049	0.144	0.025	0.008	0.007	0.008	0.008	0.028	0.018	0.041	0.022	0.027	0.005			

Weighted by: weight

- Column Means: Columns Tested (5%): A/B/C/A/D/E/F/G/H/I/A/J/K/L/M/N/O/P/Q/R/A/S/T/U/V/W/X/Y/Z Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B/C/A/D/E/F/G/H/I/A/J/K/L/M/N/O/P/Q/R/A/S/T/U/V/W/X/Y/Z Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



Q2. How often do you do the following ...? - You buy food from the shop closest to where you live (supermarket or some other retail shop)

Base: All respondents

	GENDER			Age						REGION										EDUCATION										Household income (monthly)										DK/R
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Sofia city	Bourgas	Varna	Lovech	Montana	Plovdiv	Rousse	Sofia Region	Haskovo	Postgraduate University	University	Higher than Secondary	Secondary pre-university	Secondary vocational	Primary	Lower	Unlettered	< 250 BGN	250 - 499 BGN	500 - 749 BGN	750 - 999 BGN	1000 - 1249 BGN	1250 - 1499 BGN	1500 - 1749 BGN	1750 - 1999 BGN	2000 - 2499 BGN	2500 BGN +				
Unweighted Base	1008	514	494	65	156	195	235	187	170	200	94	109	113	60	143	80	113	96	10	259	43	169	347	140	33	7	47	146	144	112	119	46	55	18	35	43	243			
Weighted Base	1008	487	521	92	175	170	182	183	207	188	96	117	109	65	149	81	109	95	9	228	45	166	329	188	35	7	53	160	152	109	112	43	52	17	35	38	237			
Yes, often (4)	72% KN	71%	72%	64% *	69%	76%	71%	75%	72%	74%	60%	81%	78%	56%	75%	75%	70%	50%	71%	66%	73%	71%	78%	51%	80%	76%	74%	77%	75%	67%	75%	78%	62%	69%	67%	66%				
Yes, sometimes (3)	20% O	96	104	26	42	30	34	28	39	34	32	15	23	19	18	10	28	21	1	48	12	31	70	32	5	-	3	28	21	23	24%	27	8	9	4	8	11	57		
	20%	20%	20%	29% H*	24%	18%	19%	15%	19%	18%	33% AJLOP*	13%	22%	30% LOP*	12%	13%	26%	22%	15%	21%	26%	19%	21%	17%	15%	-	6%	18%	14%	21%	24%	19%	16%	4	26%	23%	28%	24%		
Yes, rarely (2)	4% 47	22	25	6	5	8	12	9	8	10	3	4	-	10	11	6	3	2	2	13	1	10	12	6	2	-	4	5	6	4	7	1	2	1	3	2	13			
	5%	4%	5%	7% *	3%	5%	7%	5%	4%	5%	3%	3%	-	15% AJKLMQR*	7% M	2%	3%	2%	25%	6%	3%	6%	4%	3%	6%	-	8%	3%	4%	3%	6%	2%	4%	4%	8%	4%	6%			
No, never (1)	2% 21	13	9	1	6	2	4	4	4	5	1	-	-	7	1	6	2	1	4	3	2	8	1	2	-	2	1	4	-	3	1	-	1	-	-	-	10			
	2%	3%	2%	1% *	3%	1%	2%	2%	2%	3%	1%	-	-	5%	1%	5%	2%	10%	2%	6%	1%	3%	*	5%	-	4%	*	3%	-	3%	2%	-	7%	-	-	-	4%			
Don't know	1% 17	9	8	-	2	-	2	6	8	1	3	3	1	-	3	1	4	-	1	-	1	3	3	9	1	3	7	4	-	-	1	1	-	-	-	-	1			
	2%	2%	2%	-	1%	-	1%	3%	4%	1%	3%	3%	1%	-	1%	4%	1%	4%	-	*	*	1%	2%	23%	20%	6%	4%	3%	-	-	2%	2%	-	-	-	-	*			
NET : Yes, total	90% 922	465	505	91	167	168	176	173	195	183	92	114	108	65	141	76	102	89	8	223	43	163	318	184	25	6	48	152	144	109	109	42	51	15	35	38	226			
	96%	96%	97%	99% *	95%	99%	97%	94%	94%	97%	96%	97%	99%	100%	95%	95%	94%	94%	90%	98%	94%	98%	96%	98%	72%	80%	90%	95%	100%	97%	96%	98%	93%	93%	100%	100%	100%	96%		
NET : Yes - always/sometimes	92% 922	443	479	84	162	160	164	164	188	173	89	110	108	55	130	71	99	87	6	210	41	153	306	178	23	6	44	147	138	105	102	41	49	15	33	36	213			
	92%	91%	92%	92% *	93%	94%	90%	90%	91%	92%	93%	94%	99% AJNQOP*	85% *	87%	88%	91%	92%	65%	92%	91%	92%	93%	95%	66%	80%	82%	92%	91%	97%	91%	95%	94%	89%	92%	96%	90%			
NET : Rarely/never	7% 69	34	34	7	11	10	16	13	12	14	4	4	-	10	18	6	9	4	3	18	4	12	20	7	4	-	6	6	10	4	10	1	2	2	3	2	23			
	7%	7%	7%	8% *	6%	9%	7%	6%	6%	8%	4%	3%	-	15% LMR*	12% ALM	8%	8%	4%	35% *	8%	7%	6%	4%	12%	-	12%	-	4%	7%	3%	9%	3%	4%	11%	8%	4%	10%			
Mean score	3.64	3.63	3.65	3.54	3.6	3.7	3.61	3.67	3.66	3.64	3.57	3.79	3.78	3.41	3.59	3.69	3.52	3.67	3.06	3.62	3.51	3.65	3.63	3.75	3.43	4	3.65	3.73	3.7	3.72	3.55	3.71	3.75	3.44	3.61	3.63	3.52			
Standard Deviation	0.675	0.696	0.655	0.68	0.712	0.609	0.708	0.683	0.653	0.698	0.607	0.487	0.414	0.739	0.83	0.658	0.794	0.612	1.128	0.683	0.828	0.656	0.679	0.537	0.931	-	0.799	0.544	0.672	0.522	0.732	0.595	0.522	0.898	0.639	0.572	0.784			
Error Variance	*	0.001	0.001	0.005	0.003	0.002	0.003	0.003	0.002	0.003	0.004	0.002	0.002	0.008	0.005	0.006	0.006	0.004	0.136	0.002	0.015	0.003	0.001	0.002	0.032	-	0.013	0.002	0.003	0.003	0.005	0.008	0.004	0.012	0.009	0.003				

Weighted by: weight

- Column Means: Columns Tested (5%): A/B/C/A/D/E/F/G/H/I/L/A/J/K/L/M/N/O/P/Q/R/A/S/T/U/V/W/X/Y/Z Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B/C/A/D/E/F/G/H/I/L/A/J/K/L/M/N/O/P/Q/R/A/S/T/U/V/W/X/Y/Z Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



Q2. How often do you do the following ...? - You buy food directly from farmers (for example farmers markets or farmers shops)

Base: All respondents

	GENDER			Age						REGION								EDUCATION								Household income (monthly)												
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Sofia city	Bourgas	Varna	Lovech	Montana	Plovdiv	Rousse	Sofia Region	Haskovo	Postgraduate University	University	Higher than Secondary	Secondary pre-university	Secondary vocational	Primary	Lower	Unlettered	< 250 BGN	250 - 499 BGN	500 - 749 BGN	750 - 999 BGN	1000 - 1249 BGN	1250 - 1499 BGN	1500 - 1749 BGN	1750 - 1999 BGN	2000 - 2499 BGN	2500 BGN +	DK/R	
Unweighted Base	1008	514	494	65	156	195	235	187	170	200	94	109	113	60	143	80	113	96	10	259	43	169	347	140	33	7	47	146	144	112	119	46	55	18	35	43	243	
Weighted Base	1508	487	521	92	175	170	182	183	207	188	96	117	109	65	149	81	109	95	9	228	45	166	329	188	35	7	53	160	152	109	112	43	52	17	35	38	237	
Yes, often (4)	158	67	91	16	20	27	33	34	28	9	37	19	14	19	26	15	13	5	1	31	9	28	50	34	4	6	28	31	15	18	5	4	2	2	4	43		
	16%	14%	17%	18%	11%	16%	18%	19%	13%	4%	39%	16%	13%	30%	18%	19%	12%	6%	14%	14%	20%	17%	15%	18%	11%	11%	11%	17%	20%	14%	16%	11%	8%	12%	5%	11%	18%	
	JR			*							ALLMOPQ R*	JR*	J*	AJMQR*	JR	JR*	J	*	**		*	15%	32%	18%	**	**												
Yes, sometimes (3)	273	127	146	11	49	55	55	42	60	32	22	39	44	11	43	20	32	29	1	61	12	38	92	60	7	7	43	50	41	34	11	16	6	7	11	48		
	27%	26%	28%	13%	28%	33%	30%	23%	29%	17%	23%	34%	40%	17%	29%	25%	29%	17%	15%	25%	23%	28%	32%	32%	20%	14%	27%	33%	37%	30%	24%	30%	36%	19%	11	30%		
	DJ			D	D	D	D	D	D		JN*	AJKN*	*	J	*	J	J*	**		*	31%	30%	32%	23%	32%	**	**											
Yes, rarely (2)	291	143	148	30	52	46	51	54	58	58	17	29	35	22	48	20	40	23	4	71	12	49	105	43	6	1	17	41	39	31	35	13	15	3	11	12	72	
	29%	29%	28%	33%	30%	27%	28%	29%	28%	31%	17%	25%	32%	34%	32%	24%	37%	24%	40%	31%	26%	30%	32%	23%	16%	21%	33%	26%	28%	31%	31%	29%	19%	31%	31%	33%	30%	
	K			*					K	*	*	*	K*	K	K	K	*	*	**		*	*	32%	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	
No, never (1)	262	137	125	32	51	40	40	45	55	89	17	25	15	10	30	22	21	33	3	63	13	48	78	43	11	3	19	41	27	23	25	14	16	5	15	10	68	
	26%	28%	24%	35%	29%	24%	22%	25%	27%	47%	17%	22%	14%	15%	20%	27%	20%	35%	31%	28%	28%	29%	24%	23%	31%	45%	36%	25%	18%	21%	22%	32%	30%	33%	42%	26%	29%	
	M			*					AKLMNOP Q	*	*	*	*	*	*	*	KMNOQ*	**	**		*	*	23%	31%	**	**	**	**	**	**	**	**	**	**	**	**	**	
Don't know	24	13	11	2	3	2	3	8	6	2	3	5	-	2	2	3	3	4	-	1	-	2	4	8	8	1	3	8	4	-	1	-	1	-	1	-	6	
	2%	3%	2%	2%	2%	1%	2%	4%	3%	1%	3%	4%	*	3%	1%	4%	3%	5%	-	*	-	1%	4%	23%	20%	6%	5%	3%	-	2%	3%	-	3%	-	2%	-	2%	
	JR			*							*	*	*	*	*	*	*	*	**		*	*	T	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
NET : Yes, total	722	336	385	58	121	128	139	130	146	98	76	87	93	52	117	55	85	57	6	164	32	116	247	137	16	2	31	112	120	86	87	29	35	11	19	28	163	
	72%	69%	74%	63%	69%	75%	76%	71%	71%	52%	80%	74%	86%	81%	79%	69%	78%	60%	69%	72%	70%	75%	73%	46%	35%	58%	70%	79%	79%	78%	67%	68%	67%	65%	55%	74%	69%	
	JR			*							JR*	J*	AJPR*	JR*	J*	J*	J*	*	**	*	*	*	73%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
NET : Yes - always/sometimes	431	194	237	28	69	82	88	76	88	40	60	58	58	30	69	36	45	34	3	92	21	66	142	95	11	1	13	71	81	55	52	15	20	8	9	16	90	
	43%	40%	46%	30%	39%	48%	48%	42%	42%	21%	62%	50%	54%	47%	46%	44%	41%	36%	29%	41%	45%	40%	43%	50%	31%	14%	25%	44%	53%	51%	47%	35%	38%	49%	24%	41%	38%	
	J			*	D	D	D	D	D		AJOPQR*	J*	JR*	J*	J	J	J	J*	**	**	*	*	*	50%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NET : Rarely/never	553	280	273	62	103	86	91	99	113	147	33	54	50	32	78	42	61	56	7	134	25	98	183	86	16	5	36	82	67	53	60	27	31	8	26	23	140	
	55%	58%	52%	67%	59%	50%	50%	54%	55%	78%	35%	46%	46%	50%	52%	52%	56%	59%	71%	59%	55%	59%	56%	45%	47%	66%	68%	51%	44%	49%	53%	63%	59%	51%	73%	59%	59%	
	K			FG*						AKLMNOP QR	*	*	*	*	K	K	K	*	**	*	*	X	50%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Mean score	2.33	2.26	2.4	2.14	2.22	2.41	2.46	2.38	2.3	1.78	2.86	2.46	2.53	2.64	2.45	2.38	2.34	2.07	2.12	2.27	2.37	2.28	2.35	2.48	2.14	1.62	2.01	2.38	2.58	2.44	2.41	2.15	2.17	2.29	1.87	2.26	2.28	
	JR		B	*		DE					ALLMOPQ R*	JR*	JR*	AJR*	JR	J*	J*	J*	**	*	*	*	2.06	0.046	**	**	**	**	**	**	**	**	**	**	**	**	**	
Standard Deviation	1.038	1.028	1.044	1.098	1.002	1.022	1.034	1.069	1.018	0.882	1.138	1.022	0.897	1.09	1.009	1.102	0.941	0.964	1.059	1.015	1.108	1.067	1.01	1.055	1.119	0.852	1.015	1.069	1.021	0.969	1.013	1.009	0.972	1.085	0.92	0.984	1.081	
Error Variance	0.001	0.002	0.002	0.013	0.006	0.006	0.006	0.007	0.005	0.004	0.014	0.009	0.007	0.019	0.007	0.016	0.008	0.01	0.12	0.005	0.027	0.007	0.003	0.006	0.046	0.131	0.021	0.007	0.007	0.009	0.009	0.024	0.019	0.071	0.025	0.025	0.005	

Weighted by: weight

- Column Means: Columns Tested (5%): A/B/C/A/D/E/F/G/H/I/A/J/K/L/M/N/O/P/Q/R/A/S/T/U/V/W/X/Y/Z Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B/C/A/D/E/F/G/H/I/A/J/K/L/M/N/O/P/Q/R/A/S/T/U/V/W/X/Y/Z Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



Q2. How often do you do the following ...? - When eating out, you try to eat at restaurants which use locally produced food

Base: All respondents

	GENDER			Age						REGION										EDUCATION										Household income (monthly)									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Sofia city	Bourgas	Varna	Lovech	Montana	Plovdiv	Rousse	Sofia Region	Haskovo	Postgraduate University	University	Higher than Secondary	Secondary pre-university	Secondary vocational	Primary	Lower	Unlettered	< 250 BGN	250 - 499 BGN	500 - 749 BGN	750 - 999 BGN	1000 - 1249 BGN	1250 - 1499 BGN	1500 - 1749 BGN	1750 - 1999 BGN	2000 - 2499 BGN	2500 BGN +	DK/R		
Unweighted Base	1008	514	494	65	156	195	235	187	170	200	94	109	113	60	143	80	113	96	10	259	43	169	347	140	33	7	47	146	144	112	119	46	55	18	35	43	243		
Weighted Base	1008	487	521	92	175	170	182	183	207	188	96	117	109	65	149	81	109	95	9	228	45	166	329	188	35	7	53	160	152	109	112	43	52	17	35	38	237		
Yes, often (4)	59 6%	28 6%	31 6%	9 10%	9 5%	12 7%	7 4%	12 6%	10 5%	2 1%	13 14%	1 1%	7 6%	9 14%	8 5%	7 9%	3 10%	9 14%	1 1%	10 4%	2 5%	10 6%	18 6%	12 6%	5 13%	- -	2 4%	8 5%	16 11%	8 7%	4 4%	3 4%	2 2%	- -	1 2%	15 6%			
Yes, sometimes (3)	138 14%	64 13%	73 14%	16 17%	29 17%	28 16%	22 14%	17 12%	30 8%	30 16%	22 27%	9 18%	3 9%	11 5%	3 8%	11 6%	5 8%	9 23%	1 15%	38 17%	7 3%	28 17%	46 14%	16 9%	1 2%	3 6%	10 6%	20 13%	21 19%	18 16%	9 21%	4 8%	2 11%	4 12%	6 16%	41 17%			
Yes, rarely (2)	221 22%	96 20%	125 24%	14 15%	47 27%	51 30%	42 23%	36 20%	31 15%	55 29%	27 29%	27 23%	23 21%	15 23%	30 20%	9 11%	18 17%	17 18%	3 33%	68 30%	11 25%	36 22%	79 24%	17 9%	2 13%	1 30%	24 15%	27 18%	24 22%	31 26%	11 45%	23 45%	4 27%	13 36%	13 34%	48 20%			
No, never (1)	466 46%	227 47%	239 46%	47 51%	77 44%	66 39%	81 45%	84 46%	110 53%	78 41%	54 19%	62 46%	27 57%	91 43%	47 61%	52 58%	37 48%	3 39%	3 29%	92 40%	22 49%	72 43%	149 45%	110 58%	15 44%	3 50%	40 75%	85 53%	74 49%	42 38%	45 40%	18 42%	20 39%	8 48%	18 50%	15 39%	102 43%		
Don't know	125 12%	71 15%	54 10%	6 6%	12 7%	13 8%	26 14%	28 16%	39 19%	39 13%	24 12%	11 11%	13 8%	9 16%	10 6%	9 16%	10 27%	10 33%	1 6%	20 51%	2 46%	19 12%	37 11%	34 18%	10 28%	1 20%	7 13%	33 21%	14 10%	15 13%	14 13%	2 4%	2 5%	2 14%	1 2%	3 9%	31 13%		
NET : Yes, total	417 41%	189 39%	229 44%	39 42%	85 49%	90 53%	74 41%	70 38%	58 28%	87 46%	66 69%	50 43%	39 35%	27 42%	50 33%	21 26%	30 27%	49 62%	6 62%	116 51%	21 46%	74 45%	143 44%	45 24%	10 28%	2 30%	6 11%	43 27%	63 42%	52 48%	53 47%	23 54%	29 56%	6 38%	17 47%	20 39%	104 44%		
NET : Yes - always/sometimes	197 19%	93 19%	104 20%	25 27%	39 22%	40 23%	33 18%	34 19%	27 13%	32 17%	39 41%	23 19%	16 15%	12 19%	19 13%	11 15%	11 10%	31 33%	3 29%	48 21%	10 21%	39 23%	64 20%	28 15%	5 15%	- -	5 10%	18 11%	36 24%	29 26%	22 19%	12 28%	6 12%	2 11%	4 12%	7 18%	56 24%		
NET : Rarely/never	686 68%	323 66%	363 70%	61 67%	123 71%	117 69%	123 68%	120 66%	141 68%	133 70%	45 47%	81 69%	84 77%	42 65%	121 81%	56 69%	71 74%	54 65%	6 61%	160 70%	33 74%	108 65%	228 69%	127 67%	20 57%	6 80%	41 77%	109 68%	101 67%	66 60%	76 68%	30 69%	44 84%	12 75%	30 86%	28 73%	150 63%		
Mean score	1.76	1.75	1.78	1.85	1.82	1.91	1.73	1.75	1.56	1.73	2.41	1.71	1.61	1.89	1.55	1.59	1.53	2.05	2.16	1.84	1.76	1.84	1.77	1.55	1.79	1.38	1.29	1.54	1.84	1.94	1.81	1.92	1.76	1.57	1.6	1.8	1.85		
Standard Deviation	0.946	0.954	0.939	1.073	0.926	0.949	0.893	0.966	0.898	0.799	0.999	0.835	0.908	1.111	0.869	1.016	0.812	1.065	1.106	0.889	0.932	0.976	0.933	0.96	1.176	0.535	0.788	0.894	1.067	0.997	0.881	0.971	0.785	0.737	0.701	0.827	0.982		
Error Variance	0.001	0.002	0.002	0.013	0.005	0.006	0.005	0.006	0.005	0.004	0.012	0.007	0.008	0.023	0.005	0.015	0.008	0.013	0.145	0.004	0.02	0.007	0.003	0.006	0.055	0.052	0.013	0.006	0.008	0.011	0.008	0.023	0.012	0.038	0.014	0.02	0.005		

Weighted by: weight

- Column Means: Columns Tested (5%): A/B/C/A/D/E/F/G/H/I/A/J/K/L/M/N/O/P/Q/R/A/S/T/U/V/W/X/Y/Z Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B/C/A/D/E/F/G/H/I/A/J/K/L/M/N/O/P/Q/R/A/S/T/U/V/W/X/Y/Z Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



Locally Produced Food : 201407120 : Bulgaria

Q3. To what extent do you agree or disagree with each of the following statements about locally produced food? - Summary Table

Base: All respondents

	It is difficult to find information about where to buy locally produced food	There are not enough places to buy locally produced food in the area where you live	The prices for locally produced food are too high	Buying locally produced food means the choice is too limited
	A	B	C	D
Unweighted Base	1008	1008	1008	1008
Weighted Base	1008	1008	1008	1008
Totally agree (4)	312 31% B	244 24%	299 30% B	272 27%
Tend to agree (3)	408 40%	368 37%	376 37%	377 37%
Tend to disagree (2)	137 14%	220 22% AC	168 17%	189 19% A
Totally disagree (1)	78 8%	109 11% AC	66 7%	83 8%
Don't know	73 7%	67 7%	99 10% B	87 9%
NET : Agree	720 71% BCD	613 61%	675 67% B	649 64%
NET : Disagree	215 21%	328 33% ACD	234 23%	271 27% A
Mean score	3.02 BD	2.79	3 B	2.91 B
Standard Deviation	0.902	0.956	0.897	0.924
Error Variance	0.001	0.001	0.001	0.001

Weighted by: weight

Overlap formulae used - Column Means: Columns Tested (5%): A/B/C/D Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B/C/D Minimum Base: 100 (*) Continuity correction applied



Locally Produced Food : 201407120 : Bulgaria

Q3. To what extent do you agree or disagree with each of the following statements about locally produced food? - It is difficult to find information about where to buy locally produced food

Base: All respondents

	GENDER			Age						REGION										EDUCATION										Household income (monthly)									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Sofia city	Bourgas	Varna	Lovech	Montana	Plovdiv	Rousse	Sofia Region	Haskovo	Postgraduate University	University	Higher than Secondary	Secondary pre-university	Secondary vocational	Primary	Lower	Unlettered	< 250 BGN	250 - 499 BGN	500 - 749 BGN	750 - 999 BGN	1000 - 1249 BGN	1250 - 1499 BGN	1500 - 1749 BGN	1750 - 1999 BGN	2000 - 2499 BGN	2500 BGN +	DK/R		
Unweighted Base	1008	514	494	65	156	195	235	187	170	200	94	109	113	60	143	80	113	96	10	259	43	169	347	140	33	7	47	146	144	112	119	46	55	18	35	43	243		
Weighted Base	1008	487	521	92	175	170	182	183	207	188	96	117	109	65	149	81	109	95	9	228	45	166	329	188	35	7	53	160	152	109	112	43	52	17	35	38	237		
Totally agree (4)	312	152	160	27	56	50	59	56	64	39	42	47	34	9	45	36	37	26	3	67	14	46	108	62	13	-	14	51	46	37	34	15	20	4	11	16	65		
JN	31%	31%	31%	30%	32%	30%	33%	31%	31%	21%	43%	40%	31%	12%	30%	44%	24%	27%	32%	29%	32%	28%	33%	36%	-	26%	32%	30%	34%	31%	34%	25%	31%	31%	42%	28%			
Tend to agree (3)	408	175	233	33	77	76	66	68	89	80	33	27	44	35	58	24	51	57	4	101	18	64	150	64	4	3	15	60	58	51	45	14	21	7	18	12	106		
40%	36%	45%	36%	44%	45%	36%	37%	43%	43%	34%	23%	41%	54%	39%	29%	46%	60%	46%	44%	39%	38%	45%	34%	12%	49%	29%	38%	39%	47%	40%	33%	39%	42%	50%	33%	45%			
L																																							
Tend to disagree (2)	137	79	58	15	20	24	28	24	26	40	9	14	13	9	26	8	15	3	1	21	7	32	41	22	2	-	5	15	23	13	19	8	7	4	6	2	35		
14%	16%	11%	16%	12%	14%	16%	13%	13%	21%	10%	12%	12%	13%	18%	10%	13%	3%	8%	14%	16%	20%	12%	12%	6%	-	10%	9%	15%	12%	17%	18%	14%	25%	16%	6%	15%			
R																																							
Totally disagree (1)	78	40	38	5	12	14	18	18	10	11	9	19	5	9	12	6	2	4	1	19	4	18	22	13	1	-	7	13	16	6	12	4	2	-	-	6	12		
8%	8%	7%	5%	7%	8%	10%	10%	5%	6%	9%	17%	5%	14%	8%	7%	2%	4%	14%	8%	8%	11%	7%	7%	3%	-	13%	8%	10%	6%	11%	10%	3%	-	-	17%	5%			
Q																																							
Don't know	73	42	31	11	10	5	11	18	18	19	3	9	13	4	9	7	4	5	-	9	2	6	9	28	15	4	12	22	9	2	2	3	1	1	1	18			
7%	9%	6%	12%	6%	3%	6%	10%	9%	10%	3%	8%	12%	6%	6%	9%	4%	6%	-	4%	5%	4%	3%	15%	43%	51%	23%	13%	6%	2%	1%	5%	6%	9%	3%	2%	8%			
W																																							
NET : Agree	720	327	394	61	133	126	125	124	153	119	74	74	78	43	103	59	88	83	7	168	32	110	257	125	17	3	29	111	104	87	80	29	40	11	29	29	172		
71%	67%	76%	66%	76%	74%	69%	68%	74%	63%	78%	63%	72%	66%	69%	73%	81%	87%	78%	74%	71%	66%	63%	67%	48%	49%	55%	69%	69%	71%	67%	77%	70%	67%	81%	75%	73%			
J																																							
NET : Disagree	215	118	96	20	32	38	46	42	36	51	19	34	18	18	38	14	17	7	2	50	11	50	63	35	3	-	12	28	39	19	31	12	9	4	6	9	47		
21%	24%	18%	22%	19%	23%	25%	23%	18%	27%	19%	29%	17%	28%	25%	18%	15%	7%	22%	22%	24%	30%	19%	19%	9%	-	22%	17%	26%	18%	28%	28%	17%	25%	16%	23%	20%			
R																																							
Mean score	3.02	2.99	3.05	3.03	3.07	2.99	2.98	2.98	3.09	2.86	3.15	2.95	3.11	2.68	2.97	3.21	3.18	3.17	2.96	2.99	2.99	2.86	3.07	3.08	3.42	3	2.89	3.08	2.94	3.1	2.92	2.96	3.2	3	3.15	3.03	3.03		
JN																																							
Standard Deviation	0.902	0.936	0.869	0.883	0.871	0.898	0.965	0.961	0.829	0.84	0.962	1.14	0.836	0.894	0.915	0.946	0.739	0.694	1.036	0.896	0.932	0.96	0.855	0.92	0.896	-	1.066	0.915	0.96	0.838	0.958	0.994	0.806	0.762	0.689	1.098	0.826		
0.001	0.002	0.002	0.01	0.005	0.005	0.005	0.006	0.004	0.004	0.01	0.012	0.007	0.013	0.006	0.012	0.005	0.005	0.115	0.004	0.02	0.006	0.002	0.005	0.04	-	0.028	0.006	0.006	0.007	0.008	0.024	0.013	0.039	0.014	0.032	0.003			

Weighted by: weight

- Column Means: Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/A/S/T/U/V/W/X/Y/Z Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/A/S/T/U/V/W/X/Y/Z Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 31/10/2014 - 06/11/2014

Locally Produced Food : 201407120 : Bulgaria

Q3. To what extent do you agree or disagree with each of the following statements about locally produced food? - There are not enough places to buy locally produced food in the area where you live

Base: All respondents

	GENDER			Age						REGION										EDUCATION										Household income (monthly)									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Sofia city	Bourgas	Varna	Lovech	Montana	Plovdiv	Rousse	Sofia Region	Haskovo	Postgraduate University	University	Higher than Secondary	Secondary pre-university	Secondary vocational	Primary	Lower	Unlettered	< 250 BGN	250 - 499 BGN	500 - 749 BGN	750 - 999 BGN	1000 - 1249 BGN	1250 - 1499 BGN	1500 - 1749 BGN	1750 - 1999 BGN	2000 - 2499 BGN	2500 BGN +	DK/R		
Unweighted Base	1008	514	494	65	156	195	235	187	170	200	94	109	113	60	143	80	113	96	10	259	43	169	347	140	33	7	47	146	144	112	119	46	55	18	35	43	243		
Weighted Base	1008	487	521	92	175	190	182	183	207	188	96	117	109	65	149	81	109	95	9	228	45	166	329	188	35	7	53	160	152	109	112	43	52	17	35	38	237		
Totally agree (4)	244	121	123	21	41	33	53	37	59	32	45	31	20	9	30	31	28	18	2	45	10	43	81	52	11	1	18	39	43	23	26	6	10	3	6	9	62		
	24%	25%	24%	23%	23%	19%	29%	20%	29%	17%	47%	27%	18%	14%	20%	38%	19%	17%	20%	22%	22%	26%	25%	28%	31%	16%	33%	24%	28%	21%	23%	15%	19%	18%	17%	24%	26%		
Tend to agree (3)	368	172	196	27	68	66	66	67	75	79	18	35	35	25	55	26	40	54	4	90	16	54	135	57	10	3	14	57	46	48	41	17	20	6	18	10	92		
	37%	35%	38%	29%	39%	39%	36%	37%	36%	42%	19%	30%	32%	39%	37%	33%	36%	36%	44%	40%	36%	32%	30%	27%	37%	27%	57	46	44%	41	40%	38%	36%	50%	25%	39%			
Tend to disagree (2)	220	102	117	23	31	45	36	48	38	39	17	23	35	19	32	11	33	11	1	52	13	40	71	37	4	2	9	36	33	24	25	13	17	5	5	9	45		
	22%	21%	23%	25%	18%	26%	20%	26%	18%	21%	18%	20%	20%	22%	14%	30%	11%	15%	23%	28%	24%	22%	20%	10%	26%	17%	22%	22%	22%	22%	30%	32%	30%	14%	23%	19%			
Totally disagree (1)	109	51	58	9	25	21	17	15	21	25	11	18	12	9	18	4	4	7	1	28	7	30	16	1	-	4	16	20	12	18	4	3	1	3	7	20			
	11%	10%	11%	10%	14%	12%	9%	8%	10%	13%	12%	15%	11%	14%	12%	5%	3%	14%	13%	12%	15%	9%	9%	3%	-	8%	10%	13%	11%	16%	8%	5%	7%	9%	19%	8%			
Don't know	67	40	27	12	10	6	10	16	14	13	4	9	7	2	14	8	5	5	1	13	-	3	12	26	10	1	8	12	9	2	3	3	1	3	3	19			
	7%	8%	5%	13%	6%	3%	6%	9%	7%	7%	4%	8%	6%	3%	9%	10%	5%	10%	6%	6%	2%	4%	14%	29%	20%	15%	8%	6%	2%	7%	6%	8%	9%	9%	8%				
NET : Agree	613	294	319	48	109	99	119	104	134	112	63	67	55	35	84	57	67	73	6	135	26	97	215	109	21	4	32	96	89	70	66	24	30	9	24	19	153		
	61%	60%	61%	52%	63%	58%	65%	57%	65%	59%	66%	57%	50%	54%	57%	71%	62%	77%	61%	59%	58%	65%	58%	58%	54%	60%	60%	59%	65%	59%	55%	57%	55%	67%	50%	65%			
NET : Disagree	328	154	175	32	56	66	53	63	59	64	28	41	47	28	51	15	36	18	3	80	19	66	102	53	5	2	13	52	53	36	43	16	19	6	8	16	64		
	33%	32%	34%	35%	32%	39%	29%	35%	28%	34%	30%	35%	34%	43%	34%	19%	33%	19%	29%	35%	42%	40%	31%	28%	13%	26%	25%	32%	35%	38%	38%	37%	37%	23%	41%	27%			
Mean score	2.79	2.81	2.78	2.75	2.76	2.67	2.9	2.75	2.89	2.68	3.06	2.74	2.61	2.55	2.71	3.16	2.88	2.93	2.72	2.71	2.65	2.7	2.84	2.9	3.22	2.88	3	2.8	2.79	2.76	2.68	2.66	2.75	2.72	2.83	2.61	2.9		
Standard Deviation	0.956	0.961	0.952	0.977	0.993	0.94	0.954	0.904	0.967	0.935	1.085	1.056	0.929	0.921	0.963	0.891	0.848	0.796	1.007	0.94	0.992	1.032	0.915	0.968	0.849	0.797	1.001	0.951	1.032	0.922	1.015	0.856	0.843	0.901	0.868	1.103	0.917		
Error Variance	0.001	0.002	0.002	0.012	0.006	0.005	0.005	0.005	0.005	0.005	0.013	0.01	0.008	0.014	0.007	0.011	0.007	0.007	0.12	0.004	0.022	0.007	0.003	0.006	0.029	0.114	0.022	0.006	0.007	0.008	0.009	0.018	0.015	0.053	0.023	0.035	0.004		

Weighted by: weight

- Column Means: Columns Tested (5%): A/B/C/A/D/E/F/G/H/L/A/J/K/L/M/N/O/P/Q/R/A/S/T/U/V/W/X/Y/Z Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B/C/A/D/E/F/G/H/L/A/J/K/L/M/N/O/P/Q/R/A/S/T/U/V/W/X/Y/Z Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



Locally Produced Food : 201407120 : Bulgaria

Q3. To what extent do you agree or disagree with each of the following statements about locally produced food? - The prices for locally produced food are too high

Base: All respondents

	GENDER			Age						REGION										EDUCATION										Household income (monthly)										DK/R
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Sofia city	Bourgas	Varna	Lovech	Montana	Plovdiv	Rousse	Sofia Region	Haskovo	Postgraduate University	University	Higher than Secondary	Secondary pre-university	Secondary vocational	Primary	Lower	Unlettered	< 250 BGN	250 - 499 BGN	500 - 749 BGN	750 - 999 BGN	1000 - 1249 BGN	1250 - 1499 BGN	1500 - 1749 BGN	1750 - 1999 BGN	2000 - 2499 BGN	2500 BGN +				
Unweighted Base	1008	514	494	65	156	195	235	187	170	200	94	109	113	60	143	80	113	96	10	259	43	169	347	140	33	7	47	146	144	112	119	46	55	18	35	43	243			
Weighted Base	1008	487	521	92	175	170	182	183	207	188	96	117	109	65	149	81	109	95	9	228	45	166	329	188	35	7	53	160	152	109	112	43	52	17	35	38	237			
Totally agree (4)	30%	28%	31%	30%	29%	26%	31%	28%	33%	32%	35%	29%	37%	25%	26%	40%	19%	22%	29%	26%	28%	105	53	13	2	9	59	50	33	30	13	16	2	11	6	72				
Tend to agree (3)	37%	37%	38%	35%	41%	46%	39%	33%	30%	43%	33%	35%	27%	48%	30%	31%	35%	37%	43%	32%	37%	125	64	5	3	25	43	51	40	45	13	21	10	17	17	92				
Tend to disagree (2)	16%	16%	17%	12%	19%	18%	15%	17%	10%	18%	16%	23%	17%	18%	7%	31%	10%	21%	16%	28%	20%	16%	15%	13%	-	14%	16%	14%	17%	23%	18%	16%	9%	10%	20%	17%				
Totally disagree (1)	7%	6%	7%	6%	5%	7%	6%	8%	7%	7%	9%	7%	4%	-	11%	8%	7%	-	-	4%	5%	10%	8%	6%	2%	-	3%	6%	11%	8%	7%	4%	3%	-	7%	7%				
Don't know	10%	13%	7%	18%	6%	3%	8%	15%	12%	7%	4%	13%	9%	10%	15%	14%	7%	8%	19%	7%	10%	5%	7%	18%	33%	20%	20%	14%	9%	7%	4%	7%	5	3	4	5	16			
NET : Agree	67%	65%	69%	65%	70%	71%	61%	63%	63%	75%	68%	63%	64%	73%	83%	71%	54%	82%	60%	73%	58%	65%	230	117	18	6	34	101	101	73	75	26	37	12	28	23	164			
NET : Disagree	23%	22%	24%	17%	24%	21%	24%	25%	18%	23%	26%	23%	26%	17%	29%	15%	39%	10%	21%	20%	33%	30%	23%	20%	16%	-	17%	22%	25%	25%	30%	22%	19%	9%	10%	27%	24%			
Mean score	3	3.01	2.99	3.09	3.01	2.94	3.05	2.96	3	3.07	2.98	2.98	3.08	3.1	2.83	3.21	2.71	3.16	3.02	3.05	2.87	2.87	3	3.03	3.28	3.39	2.97	3.09	2.97	2.96	2.9	3.04	3.1	3.02	3.24	2.79	3			
Standard Deviation	0.897	0.882	0.911	0.881	0.851	0.87	0.869	0.929	0.97	0.879	0.979	0.927	0.906	0.683	1.003	0.939	0.885	0.604	0.785	0.818	0.899	0.963	0.921	0.892	0.916	0.538	0.722	0.947	0.991	0.938	0.889	0.892	0.802	0.508	0.652	0.833	0.9			
Error Variance	0.001	0.002	0.002	0.01	0.004	0.005	0.005	0.006	0.005	0.004	0.01	0.008	0.008	0.008	0.008	0.013	0.008	0.004	0.082	0.003	0.02	0.006	0.003	0.005	0.035	0.052	0.012	0.007	0.007	0.009	0.007	0.022	0.014	0.019	0.013	0.021	0.004			

Weighted by: weight

- Column Means: Columns Tested (5%): A/B/C/A/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/A/S/T/U/V/W/X/Y/Z Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B/C/A/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/A/S/T/U/V/W/X/Y/Z Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



Locally Produced Food : 201407120 : Bulgaria

Q3. To what extent do you agree or disagree with each of the following statements about locally produced food? - Buying locally produced food means the choice is too limited

Base: All respondents

	GENDER			Age						REGION										EDUCATION										Household income (monthly)									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Sofia city	Bourgas	Varna	Lovetch	Montana	Plovdiv	Rousse	Sofia Region	Haskovo	Postgraduate University	University	Higher than Secondary	Secondary pre-university	Secondary vocational	Primary	Lower	Unlettered	< 250 BGN	250 - 499 BGN	500 - 749 BGN	750 - 999 BGN	1000 - 1249 BGN	1250 - 1499 BGN	1500 - 1749 BGN	1750 - 1999 BGN	2000 - 2499 BGN	2500 BGN +	DK/R		
Unweighted Base	1008	514	494	65	156	195	235	187	170	200	94	109	113	60	143	80	113	96	10	259	43	169	347	140	33	7	47	146	144	112	119	46	55	18	35	43	243		
Weighted Base	1008	487	521	92	175	170	162	183	207	188	96	117	109	65	149	81	109	95	9	228	45	166	329	188	35	7	53	160	152	109	112	43	52	17	35	38	237		
Totally agree (4)	27%	26%	28%	24%	27%	27%	29%	25%	28%	22%	43%	32%	24%	19%	26%	38%	20%	29%	26%	33%	26%	26%	28%	33%	40%	21%	32%	30%	24%	29%	22%	19%	26%	21%	23%	27%			
Tend to agree (3)	37%	38%	37%	38%	39%	38%	40%	35%	35%	45%	29%	27%	42%	27%	47%	26%	46%	4%	94%	14%	61%	134%	63%	7%	-	16%	44%	56%	48%	31%	21%	26%	8%	23%	13%	90%			
Tend to disagree (2)	19%	18%	19%	18%	20%	18%	18%	23%	15%	17%	13%	24%	21%	18%	12%	21%	16%	8%	19%	27%	21%	13%	25%	-	40%	13%	20%	15%	21%	28%	14%	17%	16%	8%	30%	17%			
Totally disagree (1)	8%	9%	8%	7%	8%	10%	8%	7%	8%	8%	9%	14%	6%	16%	10%	3%	1%	14%	8%	4%	13%	7%	8%	3%	-	13%	8%	11%	9%	12%	5%	7%	-	-	3%	6%			
Don't know	9%	9%	8%	13%	5%	6%	5%	9%	14%	9%	4%	7%	10%	6%	10%	5%	10%	5%	5%	5%	4%	5%	18%	43%	20%	23%	12%	7%	3%	3%	10%	8%	8%	5%	4%	11%			
NET : Agree	64%	64%	65%	61%	66%	66%	69%	61%	62%	67%	74%	54%	63%	61%	57%	69%	71%	68%	68%	64%	62%	67%	62%	19%	54%	51%	60%	67%	68%	57%	71%	69%	76%	87%	57%	66%			
NET : Disagree	27%	27%	27%	25%	28%	28%	26%	30%	24%	24%	22%	28%	27%	34%	33%	15%	22%	2%	27%	31%	23%	29%	21%	3%	40%	27%	28%	26%	29%	40%	19%	24%	16%	8%	39%	23%			
Mean score	2.91	2.9	2.92	2.9	2.9	2.88	2.95	2.87	2.95	2.89	3.12	2.78	2.91	2.67	2.8	3.23	3.02	2.86	2.92	2.9	2.98	2.89	2.99	3.49	3	2.76	2.96	2.93	2.86	2.76	2.98	2.87	3.1	3.13	2.75	2.98			
Standard Deviation	0.924	0.924	0.925	0.9	0.914	0.951	0.913	0.917	0.945	0.866	0.984	1.082	0.868	0.983	0.978	0.823	0.755	0.852	1.075	0.907	0.915	0.99	0.89	0.935	0.76	1.105	1.047	0.982	0.983	0.893	1.019	0.802	0.827	0.688	0.548	0.935	0.881		
Error Variance	0.001	0.002	0.002	0.01	0.005	0.006	0.005	0.005	0.004	0.011	0.011	0.008	0.016	0.007	0.01	0.006	0.008	0.137	0.004	0.019	0.006	0.003	0.006	0.029	0.22	0.027	0.007	0.007	0.008	0.01	0.017	0.014	0.031	0.009	0.024	0.004			

Weighted by: weight

- Column Means: Columns Tested (5%): A/B/C/A/D/E/F/G/H/L/A/J/K/L/M/N/O/P/Q/R/A/S/T/U/V/W/X/Y/Z Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B/C/A/D/E/F/G/H/L/A/J/K/L/M/N/O/P/Q/R/A/S/T/U/V/W/X/Y/Z Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 31/10/2014 - 06/11/2014