

A large grey circle on the left side of the slide contains a white silhouette of a tree with a person standing next to it. Below the tree are two birds, one on each side, and a butterfly to the left. A small stream or path leads towards the tree.

GREENPEACE

A green horizontal bar spans the width of the slide, containing the word "GREENPEACE" in white, bold, sans-serif letters. A small grey circular dot is positioned at the end of the bar's curve on the right side.

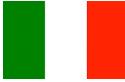
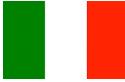
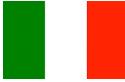
The fish consumption habits
in Greece, Italy and Spain

Comparative Analysis



METHODOLOGY

Methodology

Client:	Greenpeace ONLUS												
Implementer:	Istituto Ixè srl												
Methodology:	quantitative sample survey												
Data collection method:	online interviews (CAWI system)												
Samples:	<ol style="list-style-type: none">1) consumers at home (household decision-makers)2) consumers who eat seafood at the restaurant												
Selection method:	random selections inside contact samples representative of Greek, Italian and Spanish populations												
Sample size:	<table border="1"><tr><td></td><td>876 consumers at home (household decision-makers) (<i>sampling error ±3,32%</i>)</td></tr><tr><td></td><td>785 consumers (<i>sampling error ±3,51%</i>)</td></tr><tr><td></td><td>964 consumers at home (household decision-makers) (<i>sampling error ±3,16%</i>)</td></tr><tr><td></td><td>854 consumers (<i>sampling error ±3,36%</i>)</td></tr><tr><td></td><td>849 consumers at home (household decision-makers) (<i>sampling error ±3,36%</i>)</td></tr><tr><td></td><td>799 consumers (<i>sampling error ±3,47%</i>)</td></tr></table>		876 consumers at home (household decision-makers) (<i>sampling error ±3,32%</i>)		785 consumers (<i>sampling error ±3,51%</i>)		964 consumers at home (household decision-makers) (<i>sampling error ±3,16%</i>)		854 consumers (<i>sampling error ±3,36%</i>)		849 consumers at home (household decision-makers) (<i>sampling error ±3,36%</i>)		799 consumers (<i>sampling error ±3,47%</i>)
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	799 consumers (<i>sampling error ±3,47%</i>)												
Period of interviews:	5 ^h -19 th July 2016												



Profile of samples

Sex	T1 *		T2 **		T1 *			T2 **		T1 *		T2 **
Male	48		48		48			49		49		50
Female	52		52		52			51		51		50

Age	T1 *		T2 **		T1 *			T2 **		T1 *		T2 **
18-24 y.o.	9		9		8			9		8		9
25-34 y.o.	17		18		14			14		15		16
35-44 y.o.	19		19		18			18		21		21
45-54 y.o.	17		17		19			18		19		20
55 y.o. and more	38		37		41			41		37		34

Education	T1 *		T2 **		T1 *			T2 **		T1 *		T2 **
Low	12		12		19			18		30		27
Medium	50		49		55			56		45		46
High	38		39		26			26		25		27



* Consumers at home (household decision-makers)

** Consumers who eat seafood at the restaurant

Values %

Profile of samples

Employment status	T1 *		T2 **	T1 *	 	T2 **	T1 *		T2 **
Occupied	54		57	60		61	65		67
Housewife	8		7	12		11	10		7
Pensioner	12		13	10		11	7		6
Student / unemployed / unoccupied	26		23	19		18	18		20

Socioeconomic class	T1 *		T2 **	T1 *	 	T2 **	T1 *		T2 **
High	0		1	1		1	1		1
Medium-high	8		9	11		11	12		14
Medium	45		46	59		62	58		60
Medium-Low	35		36	24		22	23		21
Low	10		8	5		4	4		3
N.A.	2		1	2		1	1		1



* Consumers at home (household decision-makers)

** Consumers who eat seafood at the restaurant

Values %

Profile of samples

Size of the municipality	T1 *		T2 **	T1 *	 	T2 **	T1 *		T2 **
Less than 5.000 inhab.	7		9	12		12	8		7
5-10.000 inhab.	8		8	15		14	8		7
10-30.000 inhab.	14		14	22		22	13		13
30-100.000 inhab.	18		16	23		21	26		26
100-250.000 inhab.	16		14	8		9	15		16
Oltre 250.000 inhab.	37		39	21		23	30		31

Proximity to the sea	T1 *		T2 **	T1 *	 	T2 **	T1 *		T2 **
Yes	68		67	42		41	51		51
No	32		33	58		59	49		49



SYNTHESIS

Highlights

- The three countries are characterized by a high consumption of fish, with differences (even significant) related to culinary traditions, the commercial availability and economic conditions.
- These differences (in particular the species consumed and periods of increased consumption) cannot be neglected in the preparation (visual, message ...) of an awareness campaign.
- Spain and Italy have increased their consumption (particularly domestic), while for Greece there was a decrease, particularly evident for consumption at the restaurant.
- Freshness, price and taste are the main driver of choice. The Italian consumers are more sensitive also to the origin (national or local) and the recipe used for the preparation
- In general, the majority surveyed consumers in the three countries say they prefer domestic products, but it also directs more than a third of those imported.
- The EU new labeling is vaguely known by the consumers, but the level of information appears modest, in particular for Greece.

Highlights

- Regarded as most relevant information is that related to the freshness of the product: minimum durability, capture date and time of the freeze. Other information play an important role on average, except for the scientific name, whose importance is not recognized by consumers.
- The concept of sustainability is not particularly clear to consumers (the Spanish are more aware, but the Greeks are less acquainted), but the large majority believes that the new labeling would allow consumers to make sustainable choices.
- In line with these opinions, it is widely believed that the new labeling should also be imposed to restaurants.
- The customers surveyed declare a high readiness to contribute personally, by changing their consumption habits, rather than spending more to buy sustainable products.



ANALYSIS

The consumption of fish products



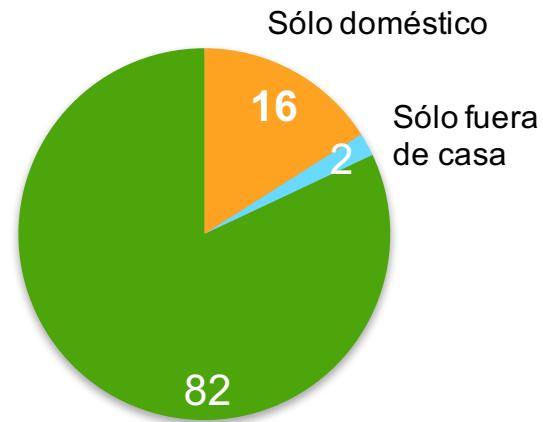
Καταναλώνετε ψάρια και θαλασσινά στο σπίτι ή/και όταν τρώτε έξω;



Le capita di consumare prodotti ittici (pesce, crostacei, molluschi) a casa e/o fuori casa?



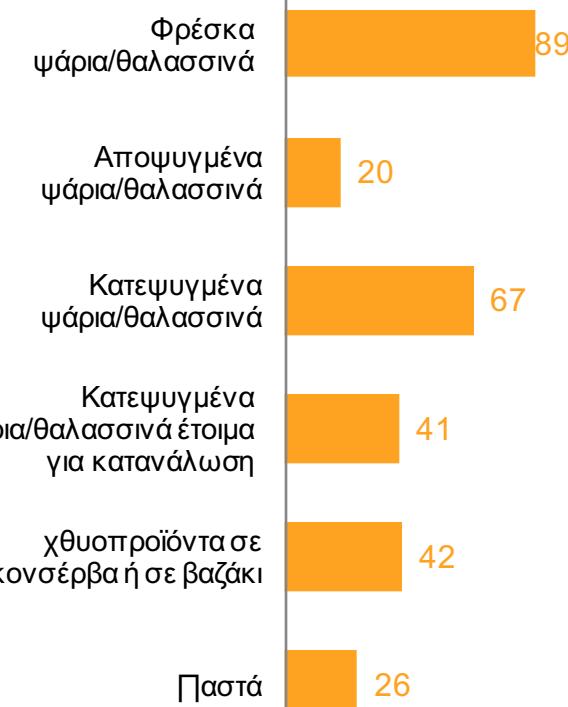
¿Suele consumir productos de pescadería (pescado, mariscos, moluscos) en casa y/o fuera de casa?



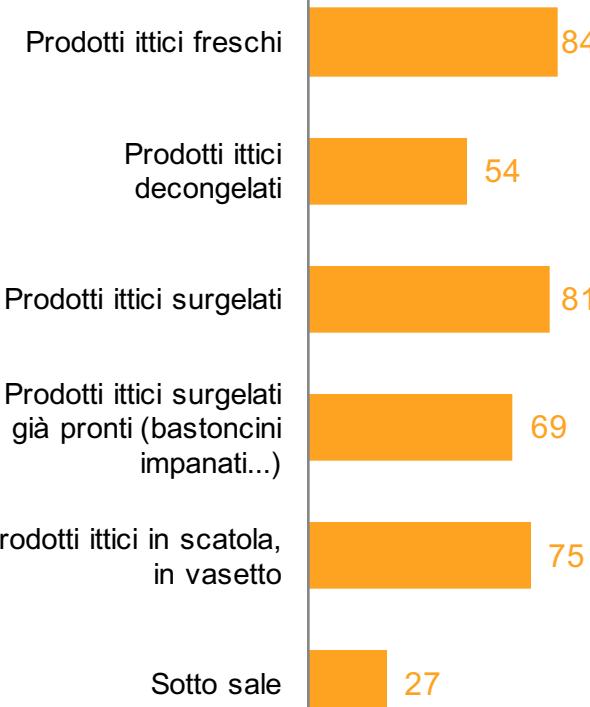
Home consumption: typology



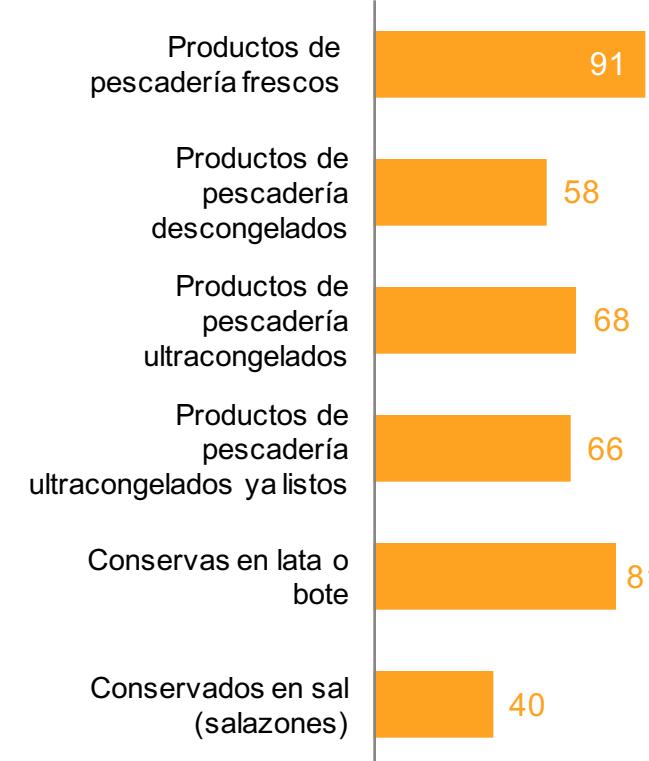
Στο σπίτι, τον τελευταίο χρόνο, πιάρια/θαλασσινά έχετε καταναλώσει;



In casa nell'ultimo anno avete consumato prodotti ittici (pesce, crostacei, molluschi) freschi, decongelati, surgelati, già pronti da cucinare, in scatola, vasetto o sotto sale (tipo tonno sgombro acciughe...)?



¿En casa, en el último año, ha consumido productos del pescadería (pescado...) frescos, descongelados, ultracongelados, listos para cocinar, en cajas, en tarros o con sal (tipo atún...)?



Values % - multiple answers

Respondents: Consumers at home (household decision-makers)

Home consumption: sea vs. fresh water



Ψάρια/θαλασσινά...

99

και τα δύο

24

18

ψάρια/θαλασσινά γλυκού νερού (λίμνης, ποταμού)



Prodotti ittici...

96

ambedue

24

28

... di mare

... di acqua dolce (laghi, fiumi)



Productos de pescadería...

97

los dos

34

38

... de mar

... de agua dulce (lagos, ríos)



% values – Multiple answers

Respondents: Consumers at home (household decision-makers)

Home consumption: caught vs. farmed



Ψάρια/θαλασσινά...

92



και τα δύο

53

53

ψάρια/θαλασσινά που έχουν αλιευθεί

ψάρια/θαλασσινά που έχουν καλλιεργηθεί



Prodotti ittici...

80



ambidue

53

73

...di allevamento



Productos de pescadería...

89



los dos

47

58

... de piscifactoría



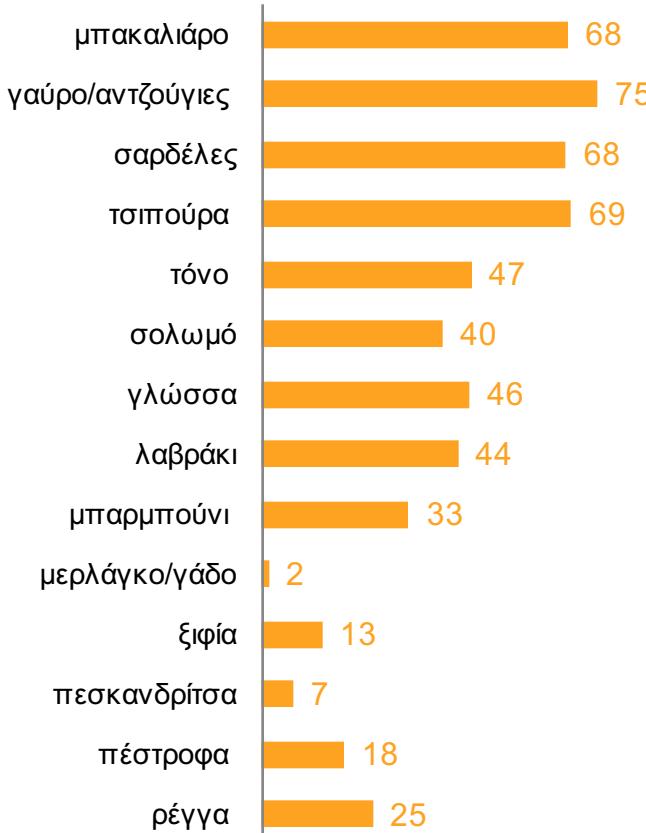
% values – Multiple answers

Respondents: Consumers at home (household decision-makers)

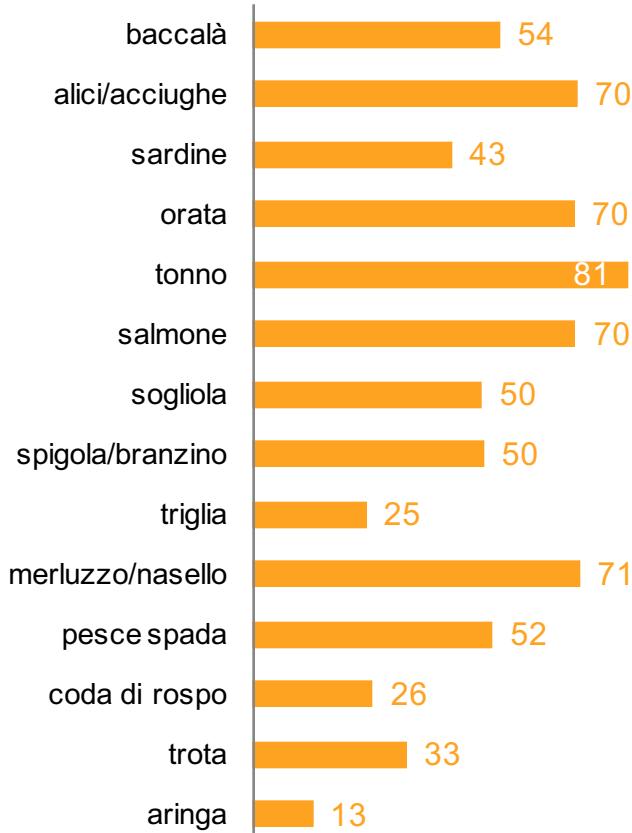
Home consumption: fish species 1/2



Τι είδους ΨΑΡΙΑ έχετε αγοράσει τον τελευταίο χρόνο;



Nell'ultimo anno che qualità di PESCE ha acquistato?



En el último año, ¿qué especies de PESCADO ha comprado?



% values – Multiple answers

Respondents: Consumers at home (household decision-makers)

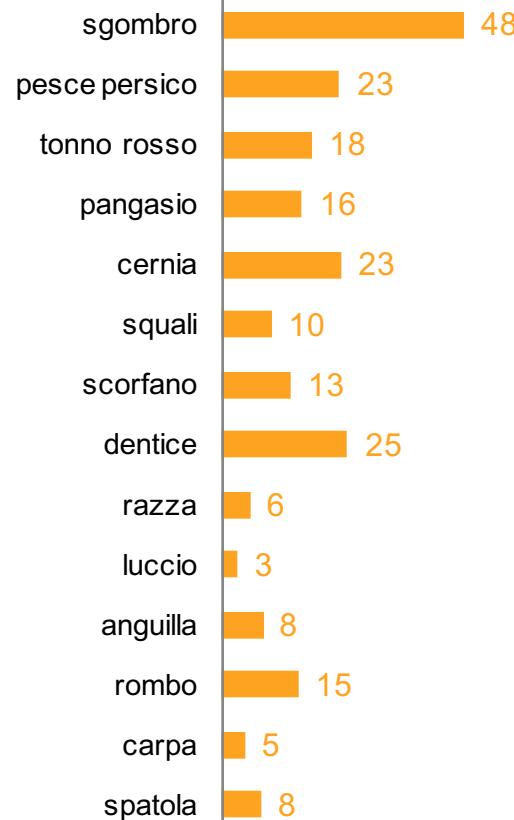
Home consumption: fish species 2/2



Τι είδους ΨΑΡΙΑ έχετε αγοράσει τον τελευταίο χρόνο;



Nell'ultimo anno che qualità di PESCE ha acquistato?



En el último año, ¿qué especies de PESCADO ha comprado?



% values – Multiple answers

Respondents: Consumers at home (household decision-makers)

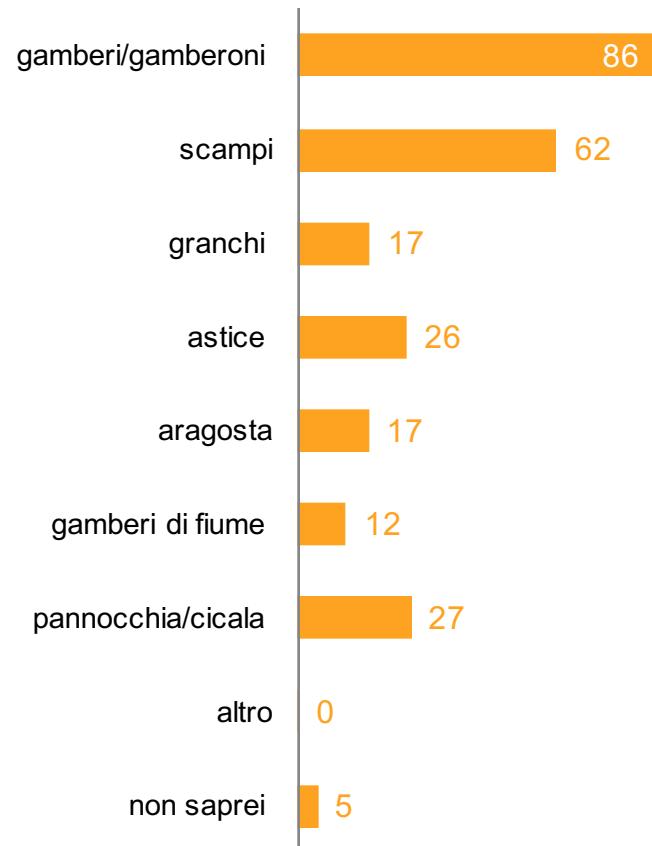
Home consumption: crustaceans species



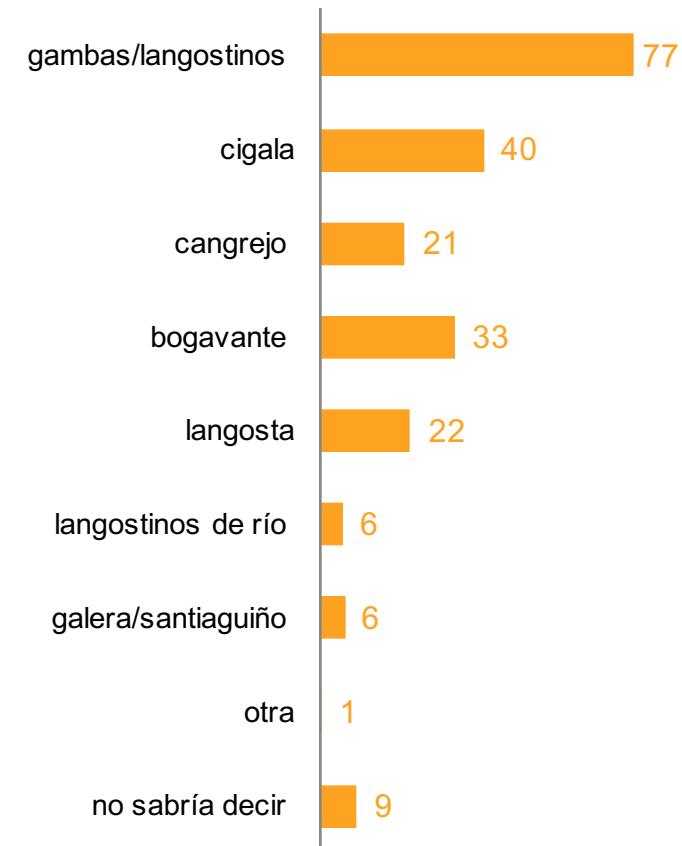
Τι είδους ΚΑΡΚΙΝΟΕΙΔΗ έχετε αγοράσει
τον τελευταίο χρόνο;



Nell'ultimo anno che qualità di
CROSTACEI ha acquistato?



En el último año, ¿qué especies de
MARISCOS ha comprado?



% values – Multiple answers

Respondents: Consumers at home (household decision-makers)

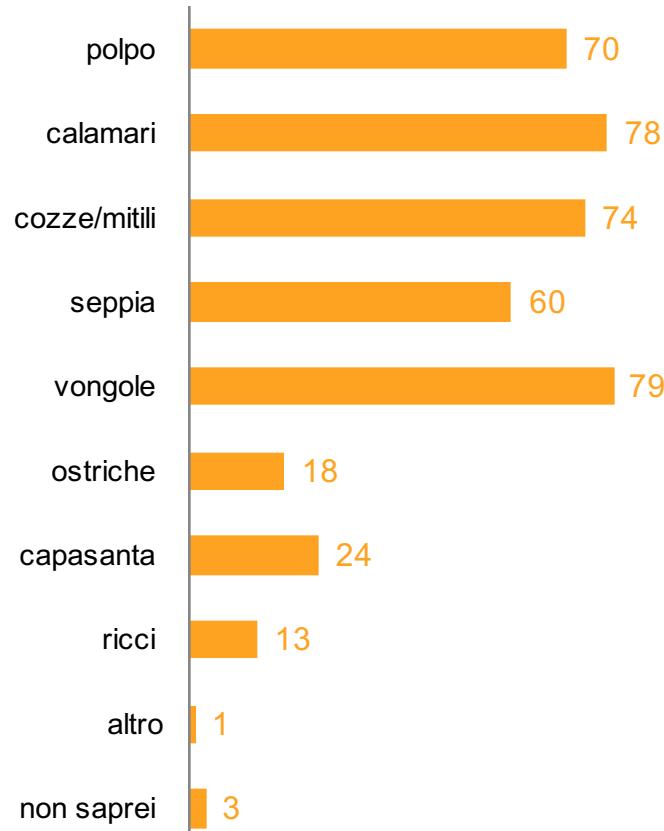
Home consumption: shellfish species



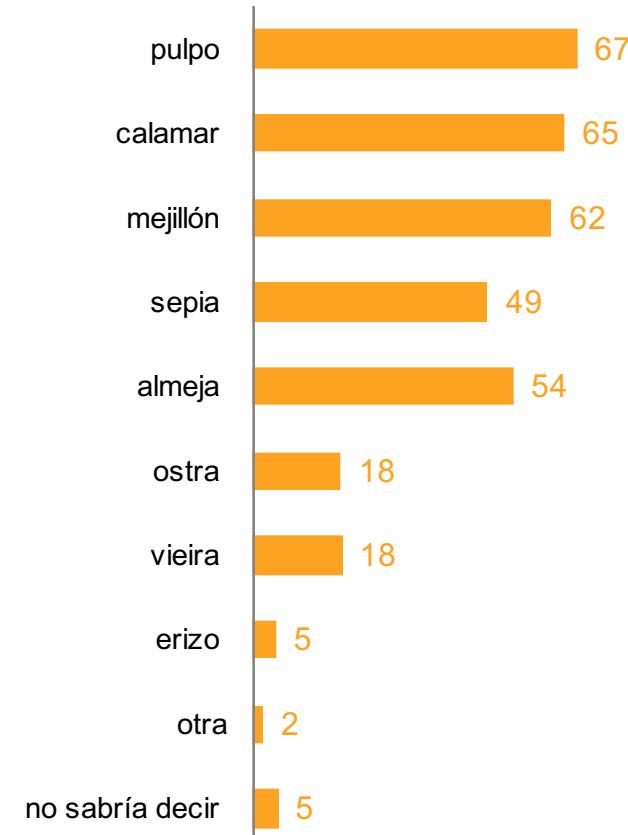
Tι είδους οστρακοειδή και φρούτα της θάλασσας έχετε αγοράσει τον τελευταίο χρόνο;



Nell'ultimo anno che qualità di MOLLUSCHI ha acquistato?



En el último año, ¿qué especies de moluscos o mariscos ha comprado?



% values – Multiple answers

Respondents: Consumers at home (household decision-makers)

Home consumption: selection criteria



Με βάση ποια κριτήρια αγοράζετε ψάρια/θαλασσινά;



In base a quali criteri principalmente lei sceglie i prodotti ittici da acquistare?



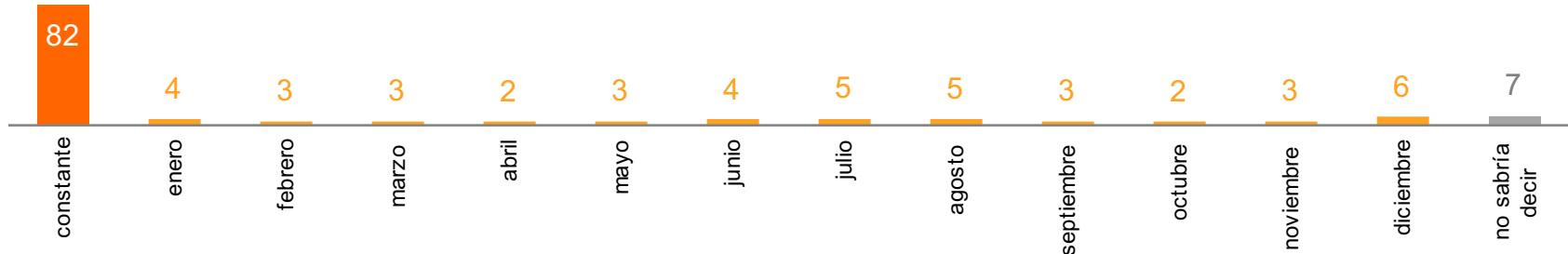
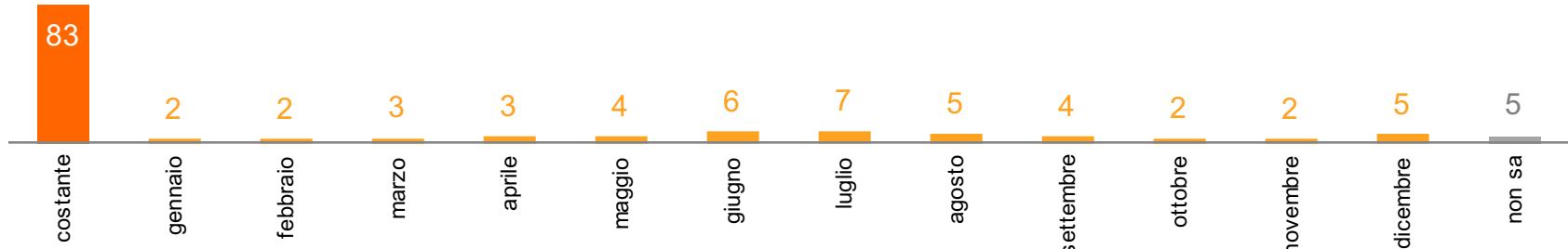
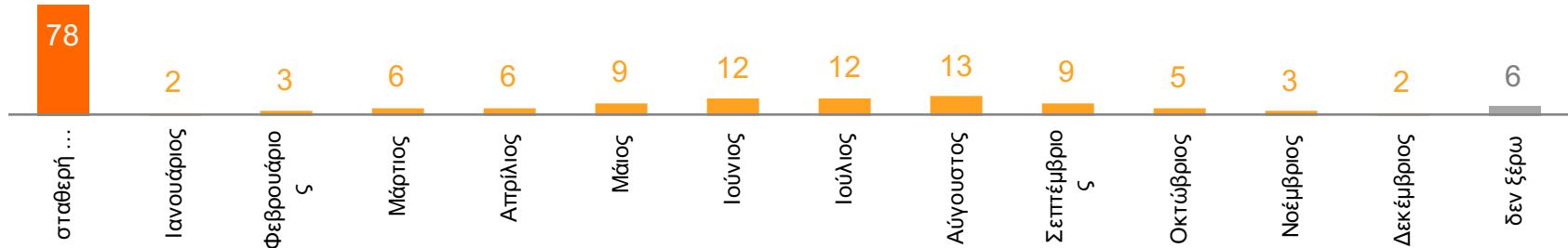
¿Según qué criterios elige usted principalmente los productos de pescadería que compra?



% values – Multiple answers

Respondents: Consumers at home (household decision-makers)

Home consumption: seasonality



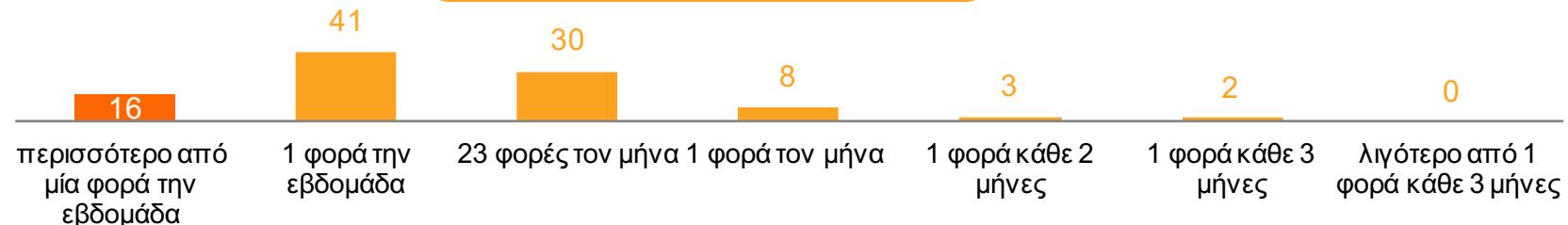
% values – Multiple answers

Respondents: Consumers at home (household decision-makers)

Home consumption: frequency



μέση συχνότητα: 3,7 φορές/μήνα



Frequenza media: 4,8 vv/mese



Frecuencia media: 5,6 vv/mes



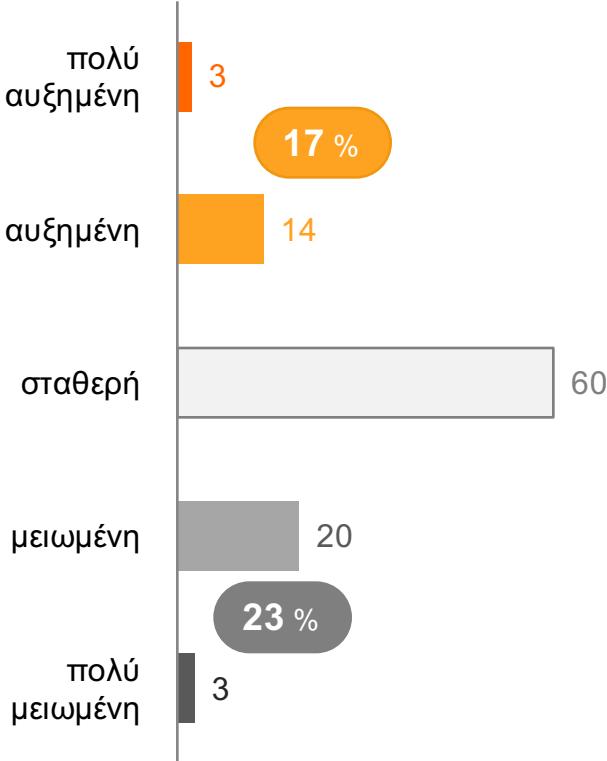
% values

Respondents: Consumers at home (household decision-makers)

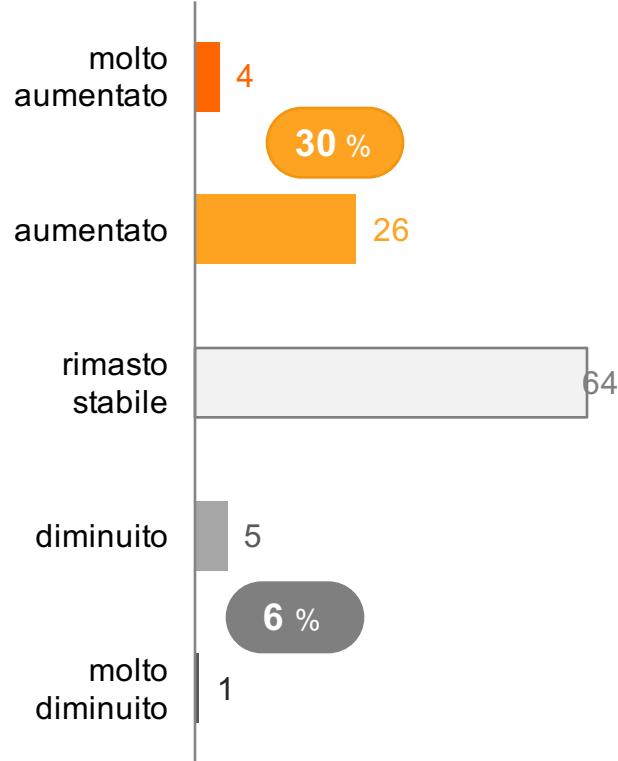
Home consumption: trend



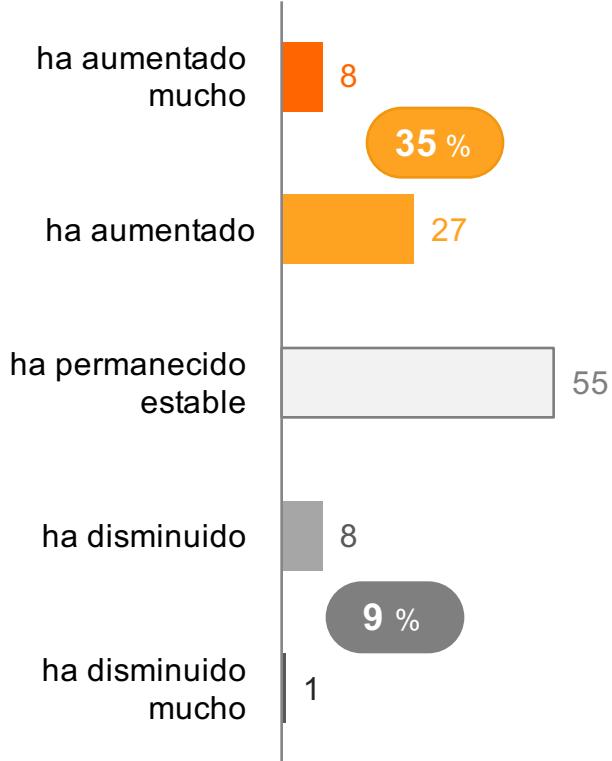
Τα τελευταία χρόνια θα λέγατε ότι η κατανάλωση ψαριού στο σπίτι είναι:



Negli ultimi anni direbbe che il suo consumo di pesce in casa è:



En los últimos años diría que su consumo de pescado en casa:



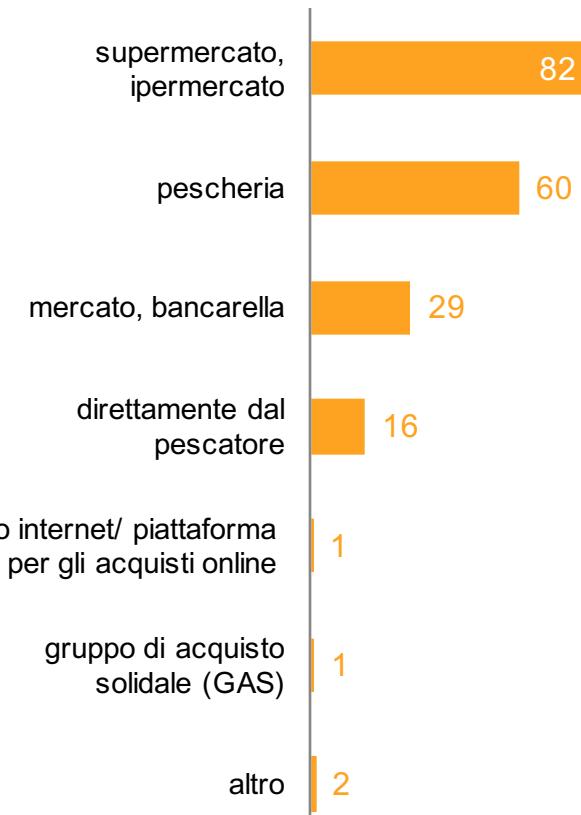
Home consumption: purchasing channels



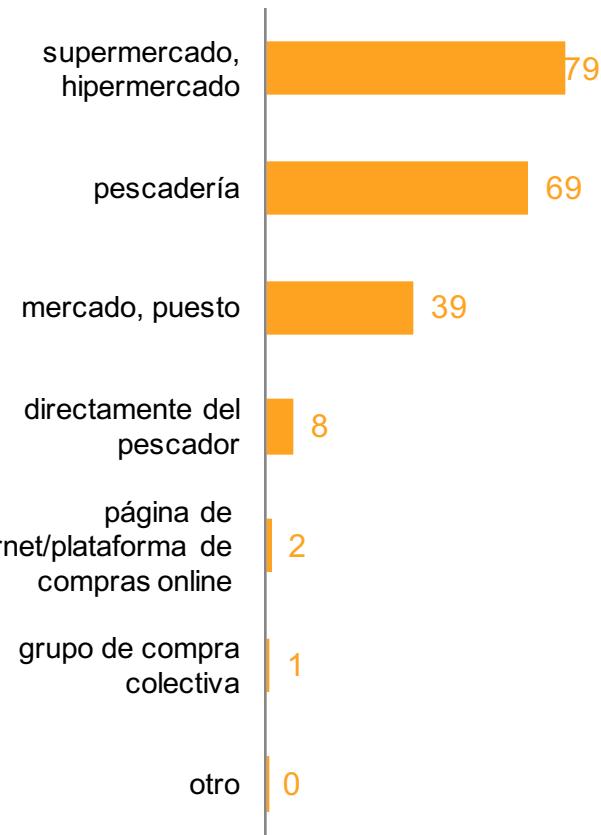
*Tον τελευταίο χρόνο, από που αγοράσατε
τα ψάρια;*



*Dove, in che tipo di negozi, ha acquistato il
pesce che ha consumato a casa nell'ultimo
anno?*



*¿Dónde, en qué tipo de tienda, ha
comprado el pescado que ha consumido
en casa en el último año?*



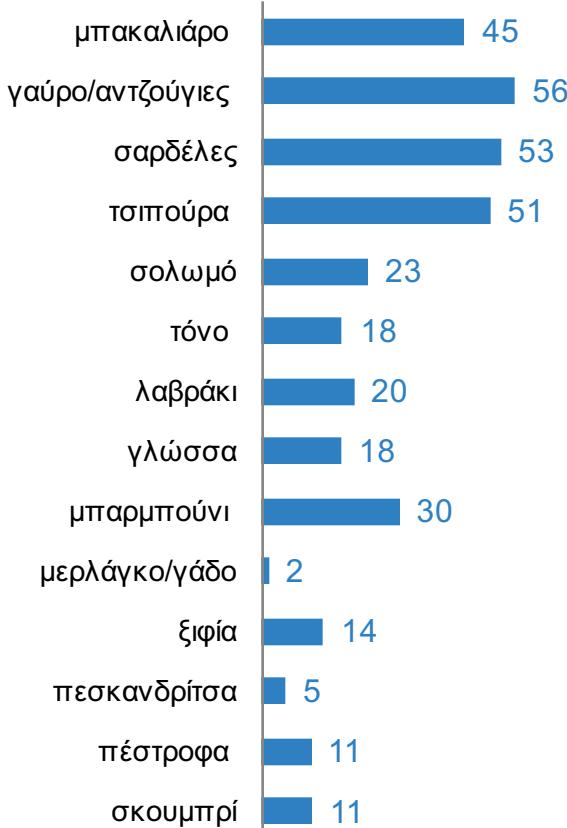
% values – Multiple answers

Respondents: Consumers at home (household decision-makers)

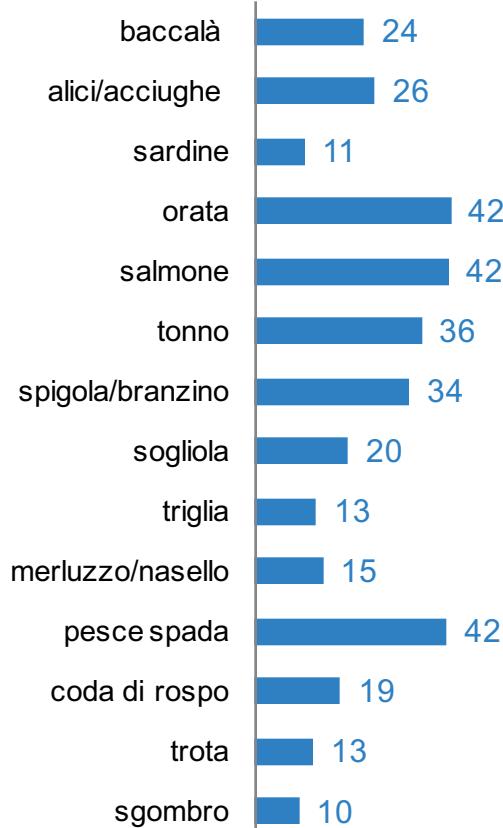
Consumption outside the house: fish species 1/2



Tι είδους ΨΑΡΙΑ έχετε καταναλώσει εκτός οικίας τον τελευταίο χρόνο;



Nell'ultimo anno che qualità di PESCE ha consumato fuori casa?



En el último año, ¿qué especies de PESCADO ha consumido fuera de casa?



% values – Multiple answers

Respondents: consumers who eat seafood at the restaurant

Consumption outside the house: fish species 2/2



Τι είδους ΨΑΡΙΑ έχετε καταναλώσει εκτός οικίας τον τελευταίο χρόνο;

σφυρίδα	6
ερυθρό τόνο	4
ρέγγα	10
καρχαριοειδή	11
συναγρίδα	11
πέρκα	6
πταγκάσιους	4
χέλι	2
σαλάχι	2
σκορπίνα	4
καλκάνι	1
λούτσο	3
κυπρίνο	1
σπαθόψαρο	1



Nell'ultimo anno che qualità di PESCE ha consumato fuori casa?

cernia	12
tonno rosso	16
aringa	3
squali	4
dentice	14
pesce persico	8
pangasio	4
anguilla	6
razza	2
scorfano	5
rombo	14
luccio	2
carpa	2
spatola	4



En el último año, ¿qué especies de PESCADO ha consumido fuera de casa?

mero	13
atún rojo	15
arenque	4
tiburones	3
dentón	1
perca	2
panga	4
anguila	5
raya	4
gallinetas y/o cabrachos	2
platija	5
lucio	1
carpa	2
pez sable, o cinto	1



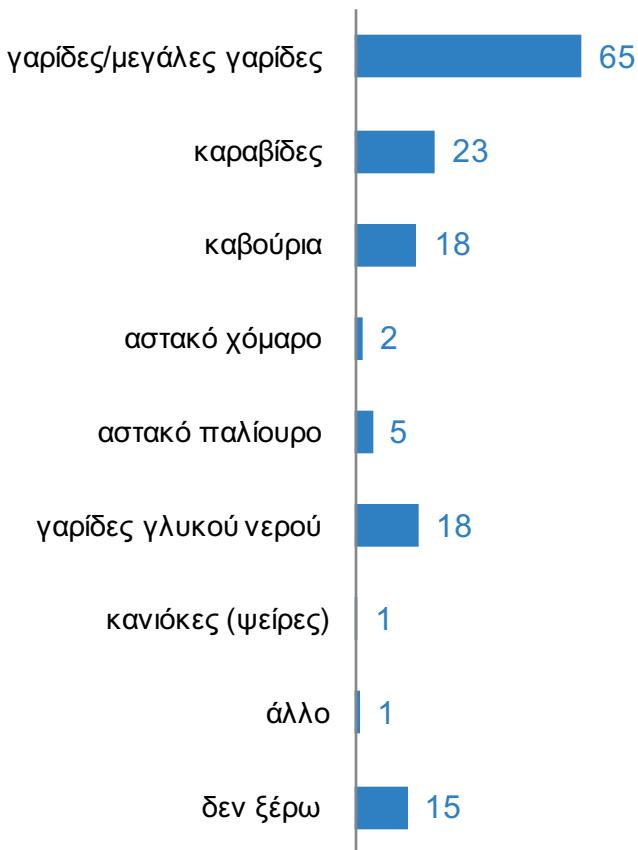
% values – Multiple answers

Respondents: consumers who eat seafood at the restaurant

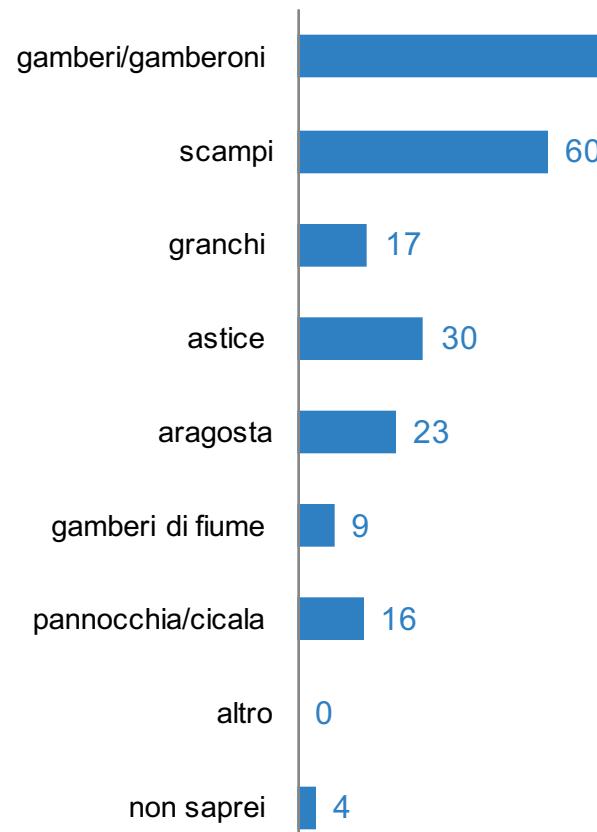
Consumption outside the house: crustaceans species



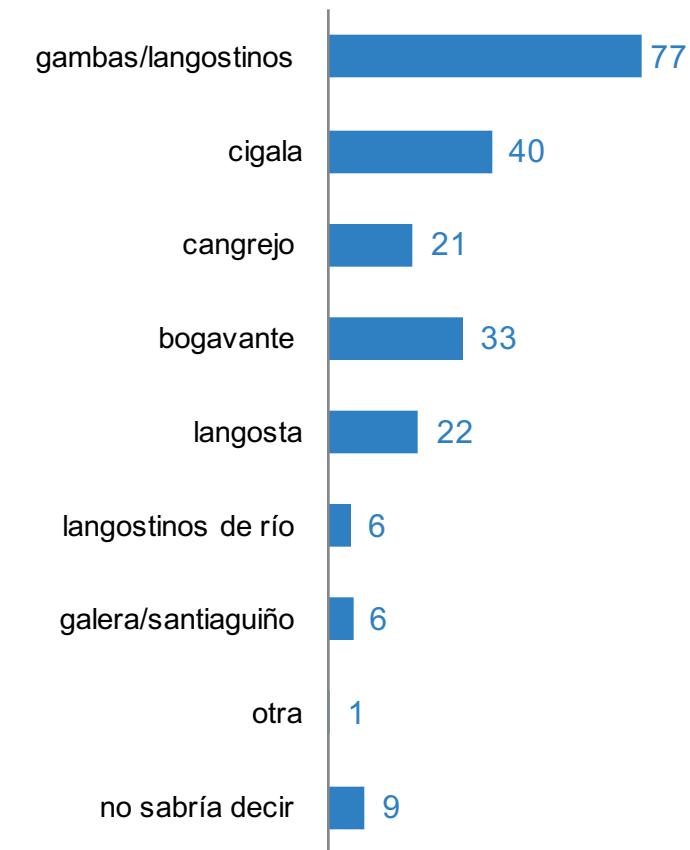
Τι έδους ΚΑΡΚΙΝΟΕΙΔΗ έχετε καταναλώσει εκτός οικίας τον τελευταίο χρόνο;



Nell'ultimo anno che qualità di CROSTACEI ha consumato fuori casa?



En el último año, ¿qué especies de MARISCOS ha consumido fuera de casa?



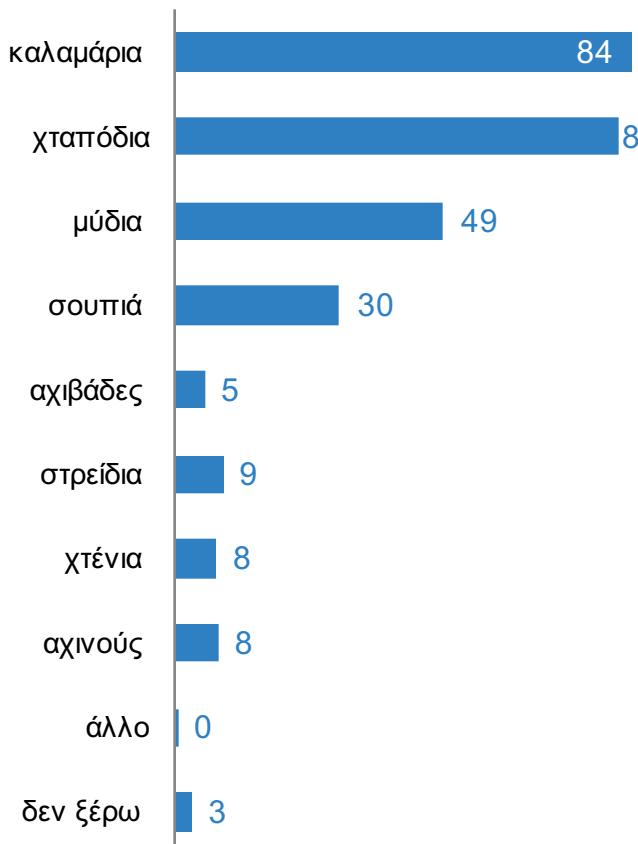
% values – Multiple answers

Respondents: consumers who eat seafood at the restaurant

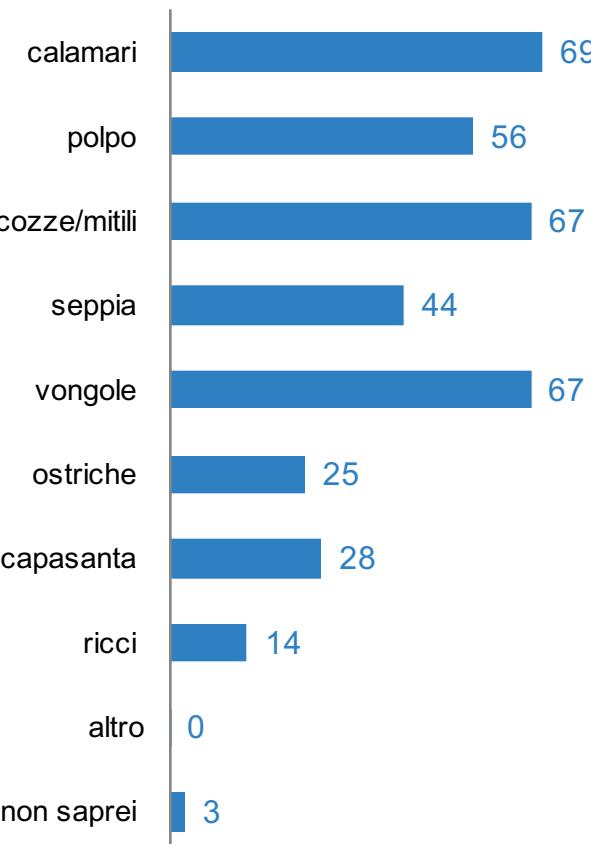
Consumption outside the house: shellfish species



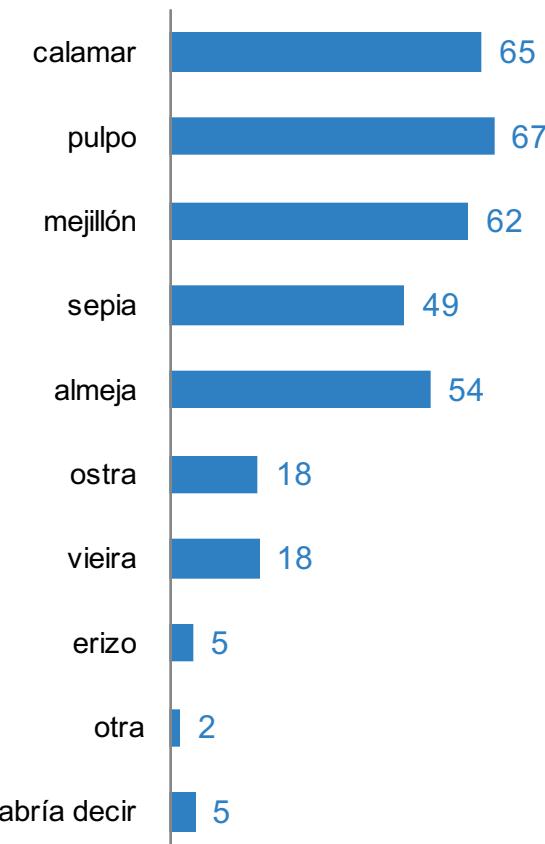
Τι έιδους μαλάκια και οστρακοειδή έχετε καταναλώσει εκτός οικίας τον τελευταίο χρόνο;



Nell'ultimo anno che qualità di molluschi o frutti di mare ha consumato fuori casa?



En el último año, ¿qué especies de moluscos o mariscos ha consumido fuera de casa?



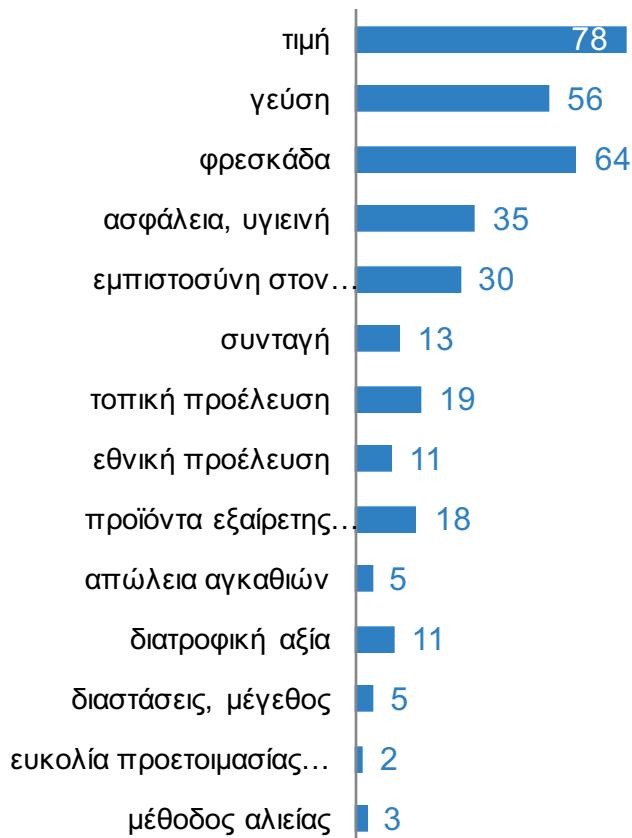
% values – Multiple answers

Respondents: consumers who eat seafood at the restaurant

Consumption outside the house: selection criteria



Με βάση ποια κριτήρια καταναλώνετε ψάρια/θαλασσινά εκτός σπιτιού;



In base a quali criteri, principalmente, lei sceglie quali prodotti ittici consumare fuori casa?



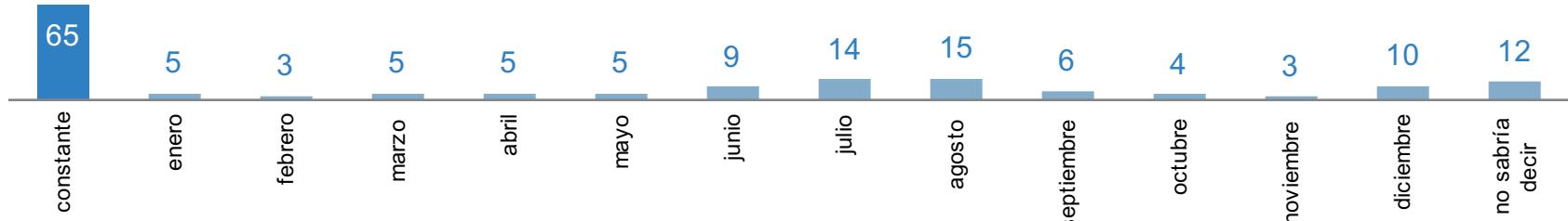
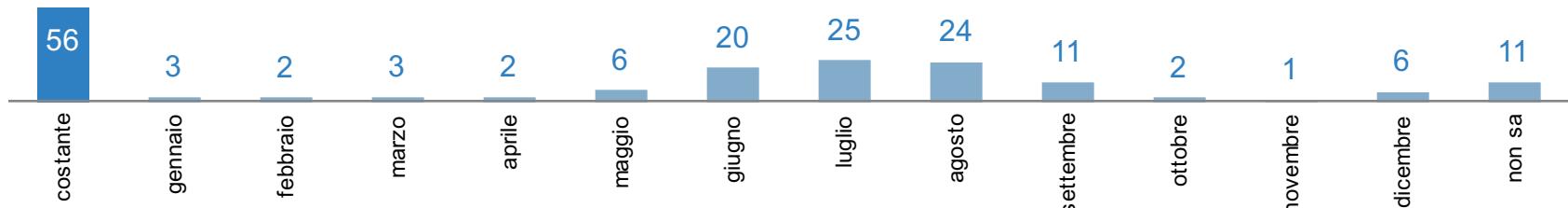
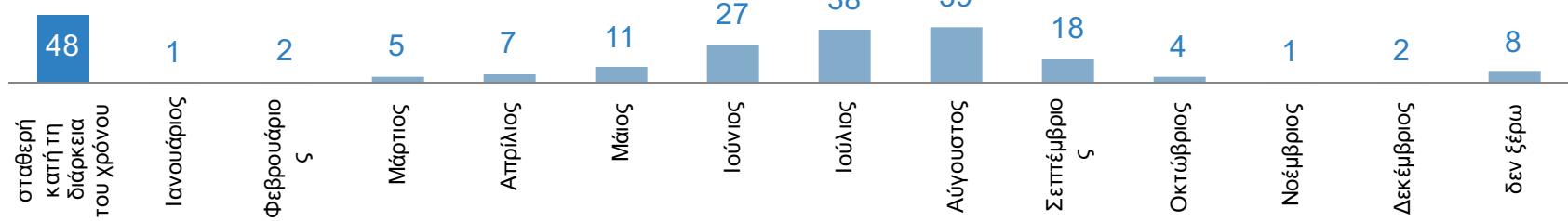
¿Según qué criterios elige usted principalmente los productos de pescadería que consume fuera de casa?



% values – Multiple answers

Respondents: consumers who eat seafood at the restaurant

Consumption outside the house: seasonality



% values – Multiple answers

Respondents: consumers who eat seafood at the restaurant

Consumption outside the house: frequency

μέση συχνότητα: 1,5 φορές/μήνα



Frequenza media: 2,0 vv/mese



Frecuencia media: 2,6 vv/mes



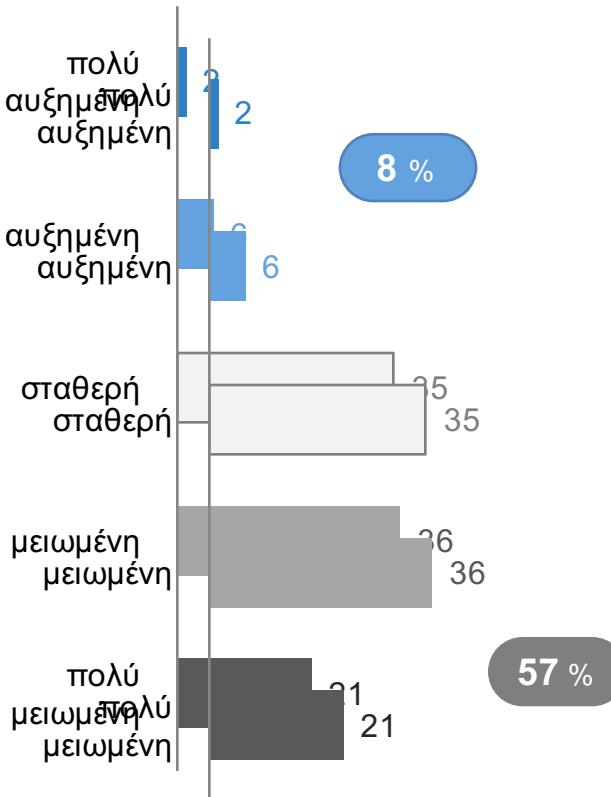
% values

Respondents: consumers who eat seafood at the restaurant

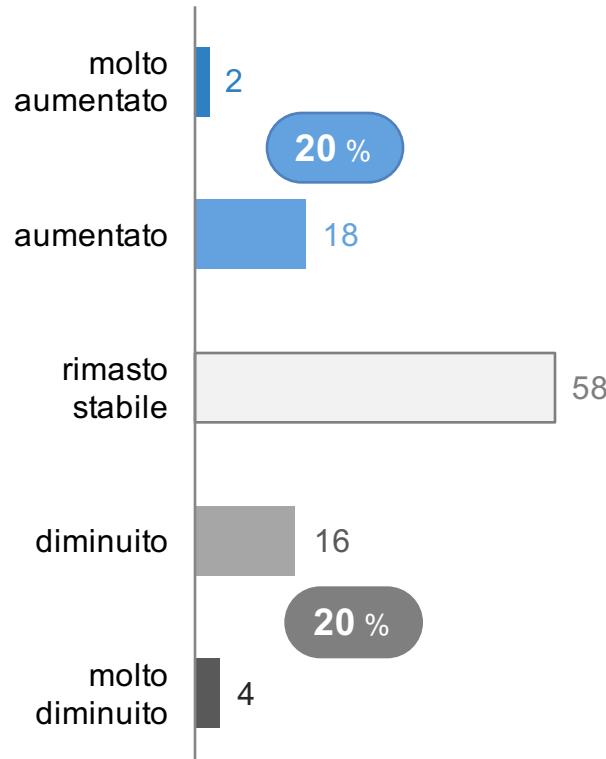
Consumption outside the house: trend



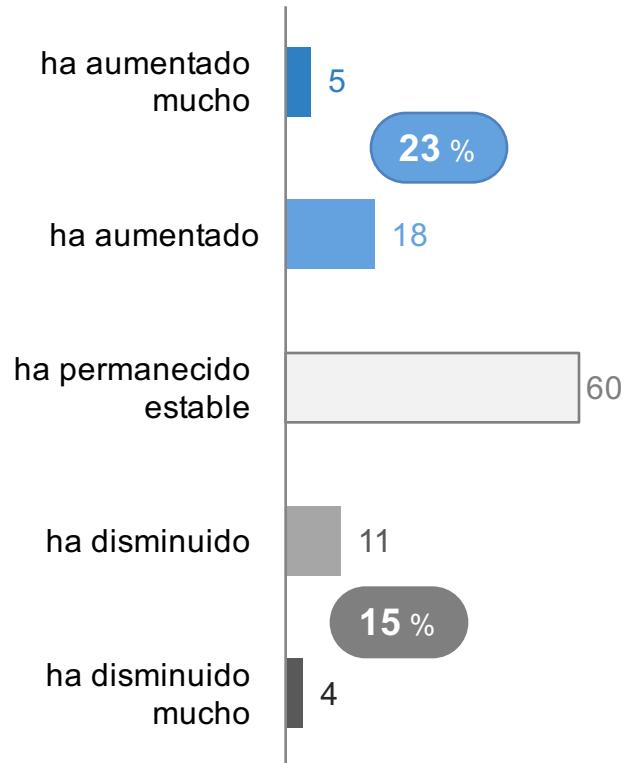
Τα τελευταία χρόνια θα λέγατε ότι η κατανάλωση ψαριού εκτός οικίας είναι:



Negli ultimi anni direbbe che il suo consumo di pesce fuori casa è:



En los últimos años diría que su consumo de pescado fuera de casa es:



% values

Respondents: consumers who eat seafood at the restaurant

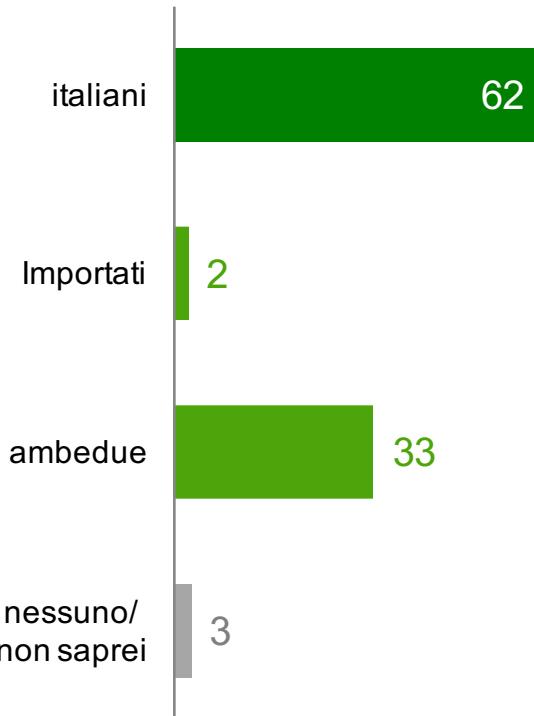
Purchase and consumption: national vs imported



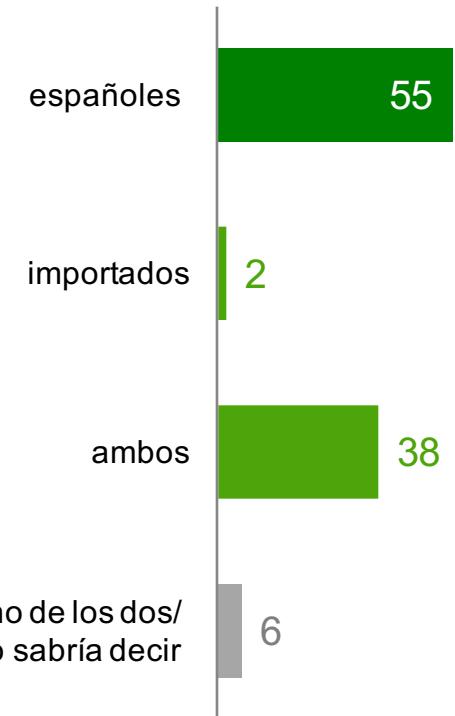
Τι είδους ΨΑΡΙΑ έχετε καταναλώσει εκτός οικίας τον τελευταίο χρόνο;



Parliamo ora di tutto il consumo di prodotti ittici sia a casa che fuori casa. Lei preferisce consumare prodotti ittici italiani o importati dall'estero?



En el último año, ¿qué especies de PESCADO ha consumido fuera de casa?

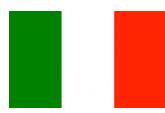
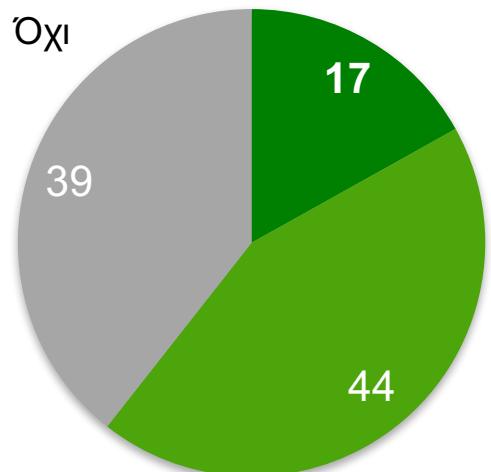


Knowledge of the new label



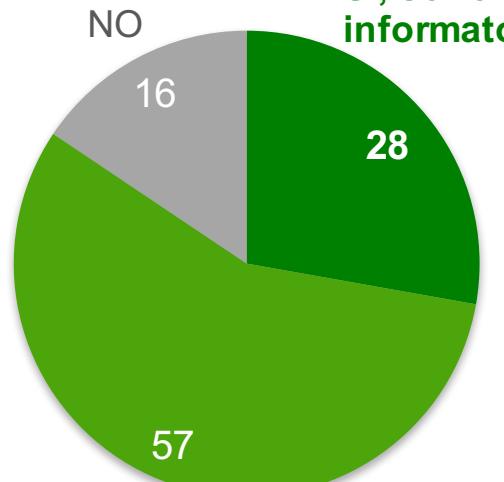
Γνωρίζετε ότι από τον Δεκέμβριο του 2014, σύμφωνα με τα νέα ευρωπαϊκά πρότυπα, είναι υποχρεωτική η λεπτομερής σήμανση των αλιευτικών προϊόντων;

Ναι, είμαι καλά πληροφορημένος/η



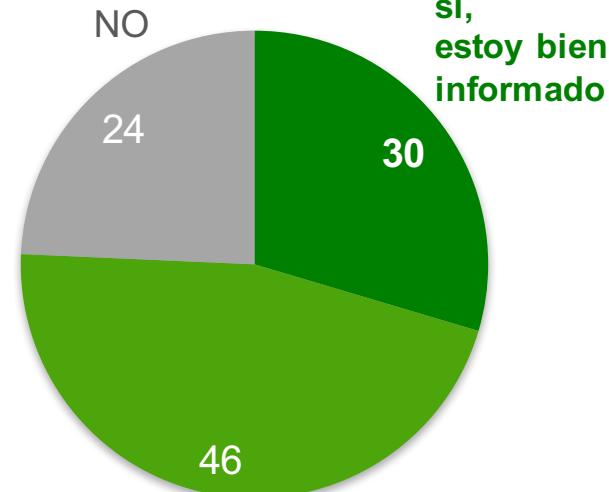
Lei è al corrente che dal dicembre 2014, in base alle nuove norme europee, è obbligatoria una etichettatura più dettagliata per i prodotti ittici?

Sì, sono informato



¿Está usted al corriente de que desde diciembre de 2014, según las nuevas normas europeas, es obligatorio un etiquetado más detallado de los productos de pescadería?

sí, estoy bien informado



% values

Respondents: total

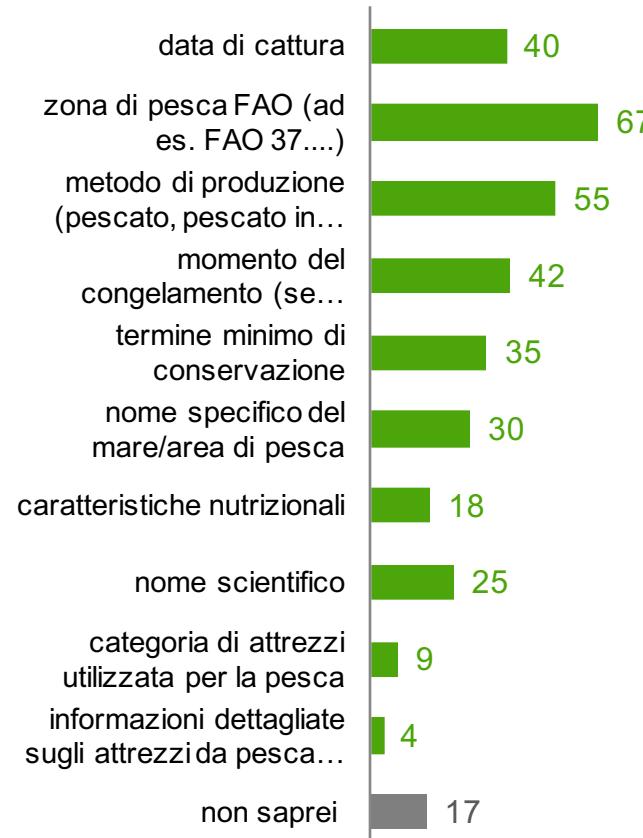
Knowledge of the information on the label



Απόσο γνωρίζετε, σύμφωνα με τους νέους κανόνες της Ε.Ε., ποιες πληροφορίες πρέπει να περιλαμβάνονται στην ετικέτα των φρέσκων ψαριών/θαλασσινών στα σημεία πώλησης;



Per quanto ne sa, in base alla nuova normativa Ue, quali informazioni devono essere riportate nel cartellino dei prodotti ittici freschi dei banchi pesce?



Por lo que usted sabe, en virtud de la nueva legislación de la UE ¿qué información se debe indicar en los letreros de los productos frescos de los mostradores de las pescaderías?



% values – Multiple answers

Respondents: total

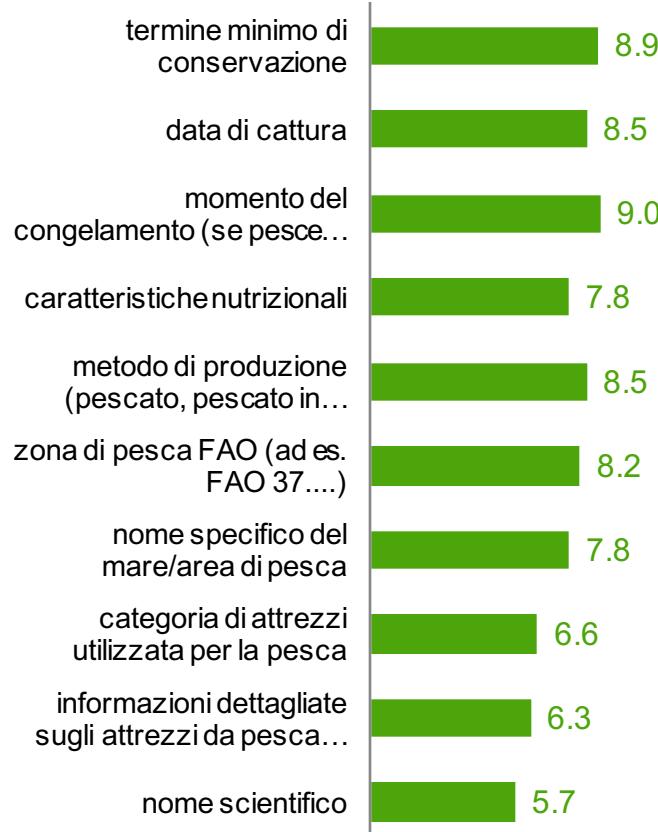
Relevance of information on the label



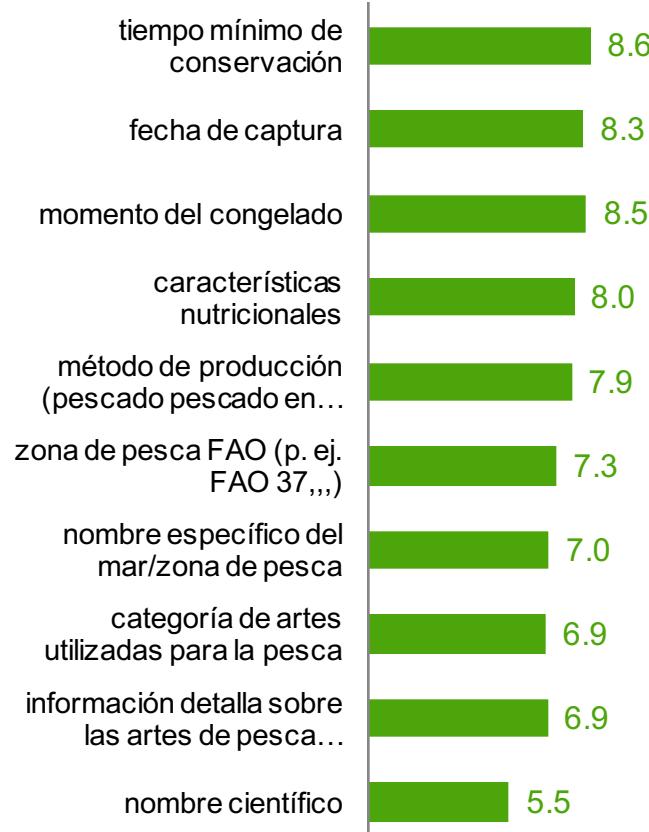
Πόσο σημαντικό θεωρείτε ότι είναι να αναγράφονται οι παρακάτω πληροφορίες;



Quanto ritiene importante trovare indicazione di ciascuna di queste informazioni?



¿Qué importancia le da a encontrar una indicación de cada una de estas informaciones?



Average rating – 1-10

Respondents: total

Sustainable fishing



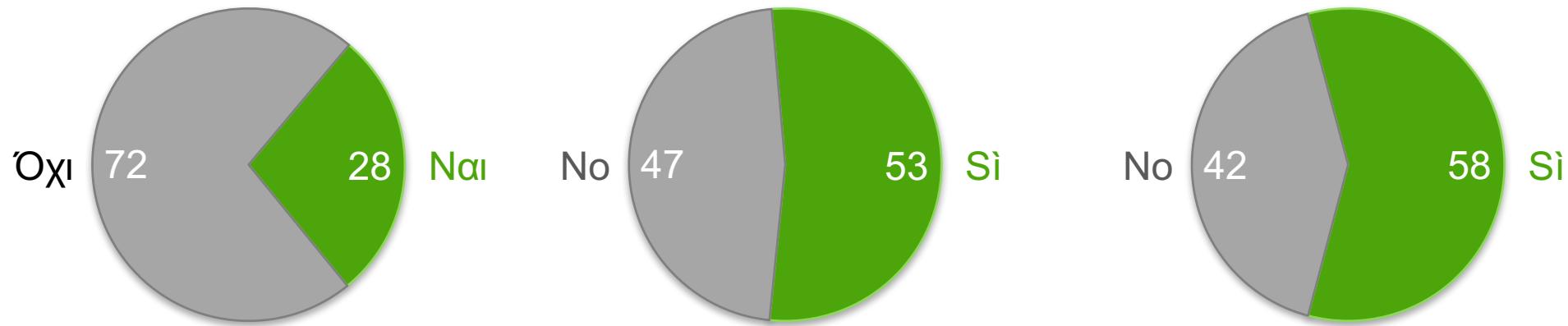
Γνώριζετε τη σημασία των όρων «βίωσιμη αλιεία» και «βιώσιμα προϊόντα της θάλασσας»;



Lei sa cosa si intende quando si parla di pesca sostenibile e pesce sostenibile?



¿Sabe usted qué se quiere decir cuando se habla de pesca sostenible y pescado sostenible?



Sustainable fishing and information on the label



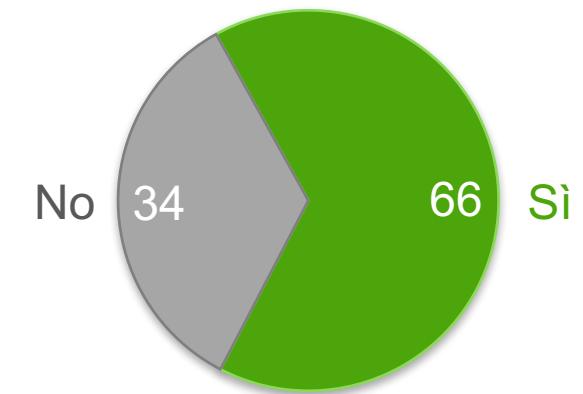
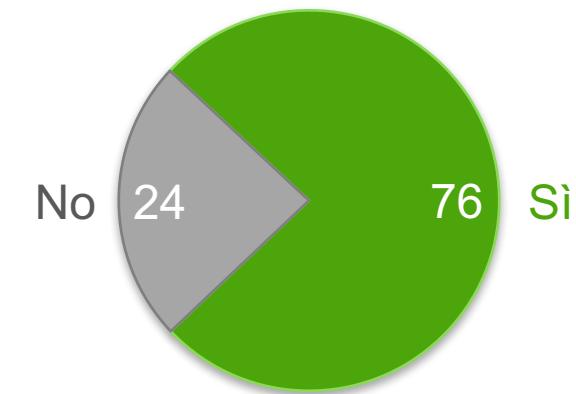
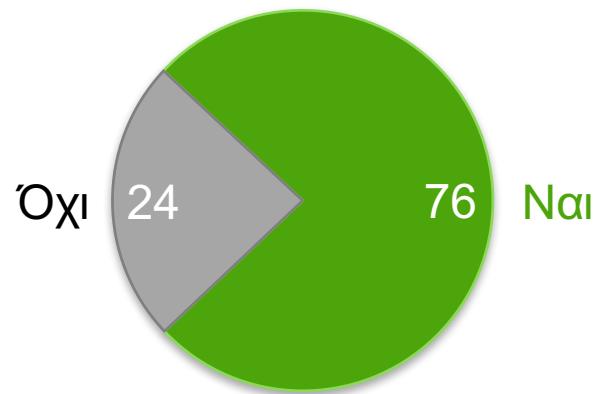
Θεωρείτε ότι οι υποχρεωτικά αναγραφόμενες πληροφορίες επί της σήμανσης/ετικέτας βάσει των οδηγιών του 2014 επιτρέπουν στους καταναλωτές να πραγματοποιούν αγορές βιώσιμης αλιείας;



Lei ritiene che le informazioni rese obbligatorie in etichetta/cartellino dal 2014 permettano ai consumatori di fare scelte sostenibili nel consumo di pesce?



¿Considera usted que la información de las etiquetas/letreros obligatoria desde 2014 permite que los consumidores tomen decisiones sostenibles en cuanto al consumo de pescado?



Relevance of information on sustainability



Τα ψάρια/θαλασσινά που καταναλώνετε/αγοράζετε, πόσο σημαντικό θεωρείτε ότι είναι να:

μην ανήκουν σε είδη που τελούν υπό υπερεκμετάλλευση (και που κατ'επέκταση ανήκουν σε είδη προς εξαφάνιση)

9.4

έχουν αλιευθεί με παραδοσιακές μεθόδους που έχουν χαμηλή επίδραση στο περιβάλλον (π.χ.. Ξου δεν χρησιμοποιείται συρτή/τράτα βυθού)

9.3

προέρχονται από τηχώρασας, ώστε να αποφεύγονται μακρινές διαδρομές μεταφοράς

9.2



Quanto ritiene importante che i prodotti ittici che consuma/acquista:

non appartengano a specie eccessivamente sfruttate (quindi con popolazione in forte calo)

8.4

siano pescati con metodi artigianali che hanno un basso impatto sull'ambiente (ad es. non pesca a traino/strascico)

8.4

provengano dal suo paese, in modo da evitare lunghi percorsi di trasporto

8.4



Que importancia le da a que los productos de pescadería que consume/compra:

no pertenezcan a especies excesivamente explotadas (por tanto con poblaciones en fuerte descenso)

7.9

se pesquen con métodos artesanales que tengan un bajo impacto en el medio ambiente (p. ej. no con pesca de arrastre)

8.0

procedan de su país, con el fin de evitar largos recorridos de transporte

8.0



Average rating – 1-10

Respondents: total

Information on sustainability and the restaurants



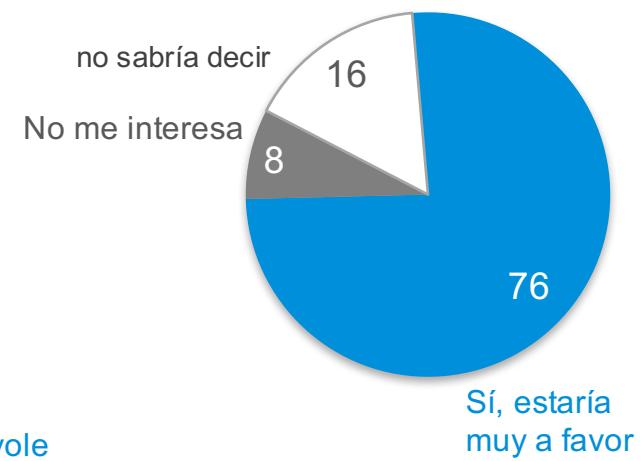
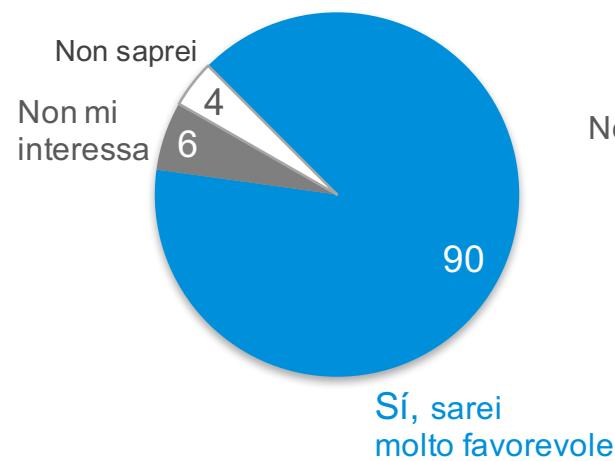
Θα θέλατε αυτές οι πληροφορίες περιοχή προέλευσης, αλιευτική μέθοδος και ακριβής ονομασία να αναγράφονται υποχρεωτικά ακόμα και στα μενού των εστιατορίων;



Lei vorrebbe che queste informazioni - zona di provenienza, metodo di pesca e denominazione esatta - diventassero obbligatorie anche nei menù dei ristoranti e delle mense?



¿Querría usted que estas informaciones (zona de procedencia, método de pesca y denominación exacta) fuesen también obligatorias en los menús de los restaurantes y comedores?



The surplus value of sustainability



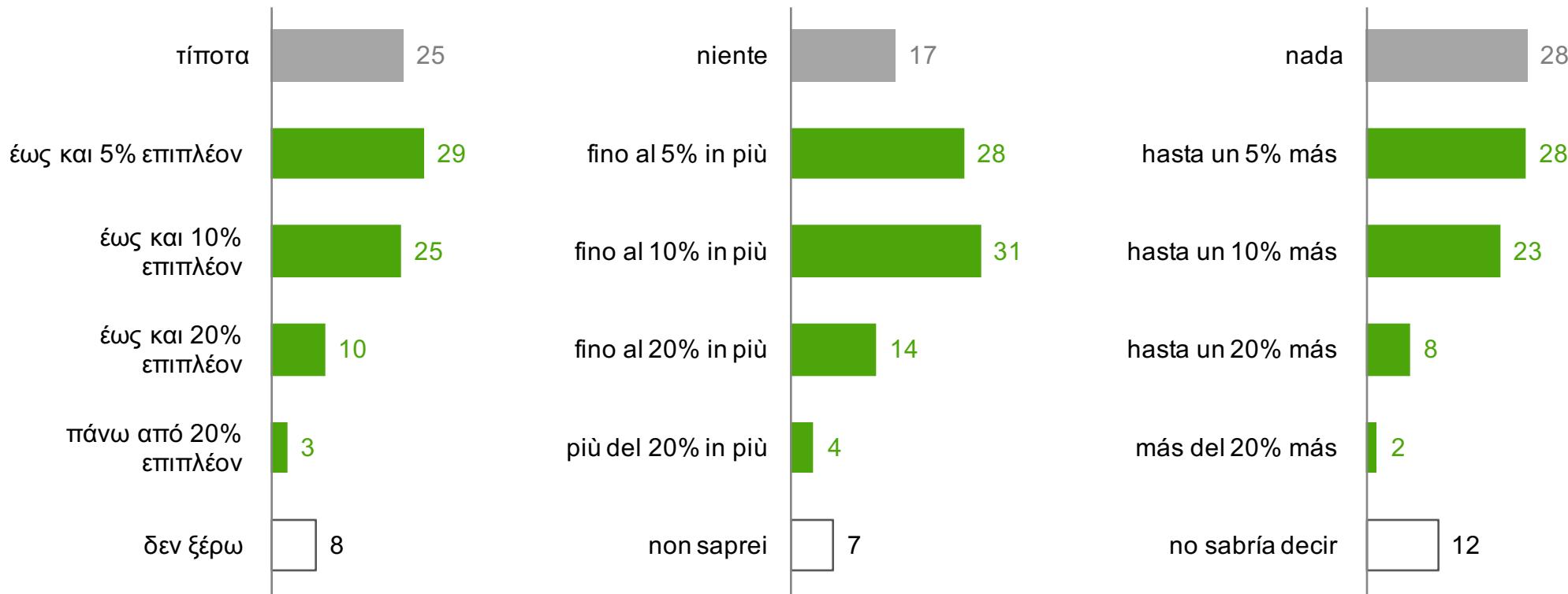
Πόσο περισσότερο θα ήσασταν διατεθιμένος/η να πληρώσετε σε σχέση με ένα τυπικό προϊόν ώστε να έχετε τη δυνατότητα αγοράς/κατανάλωσης ψαριών/θαλασσινών που έχουν αλιευθεί στη χώρα σας με μεθόδους βιώσιμης αλιείας και με σεβασμό προς το περιβάλλον;



Lei quanto sarebbe disposto a spendere di più, rispetto a un prodotto standard, per acquistare/consumare in casa o fuori casa un prodotto ittico pescato nel suo paese con metodi sostenibili e rispettando l'ambiente?



¿Cuánto estaría usted dispuesto a gastar de más (respecto a un producto estándar) por comprar/consumir para casa o fuera de casa un producto de pescadería pescado en su país con métodos sostenibles y respetando el medio ambiente?



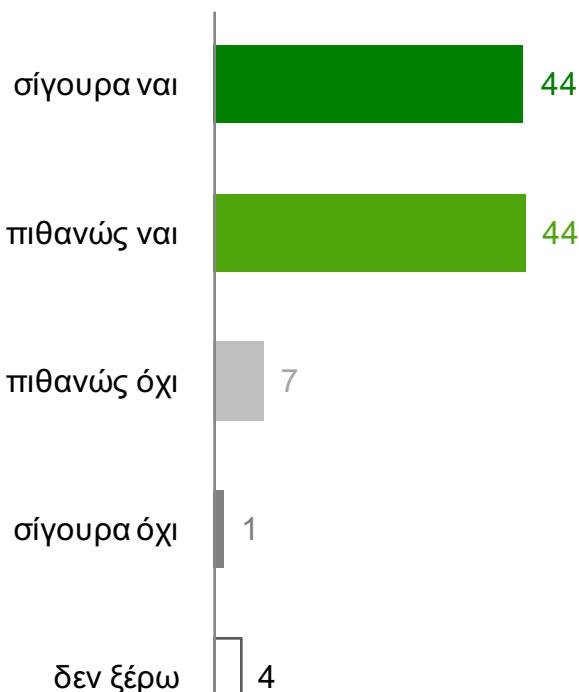
% values

Respondents: total

The contribution to sustainability



Θα ήσασταν διατεθειμένος/η να μειώσετε την κατανάλωση ψαριού ή να αλλάξετε τις διατροφικές σας συνήθειες (επιλογή λιγότερο εκμεταλλευμένων ειδών, αλιευμένων με παραδοσιακές μεθόδους με περιορισμένες επιπτώσεις στο περιβάλλον, σύμφωνα με την εποχικότητα...) προκειμένου να συμβάλλετε στη βελτίωση της διαχείρισης των θαλασσών;

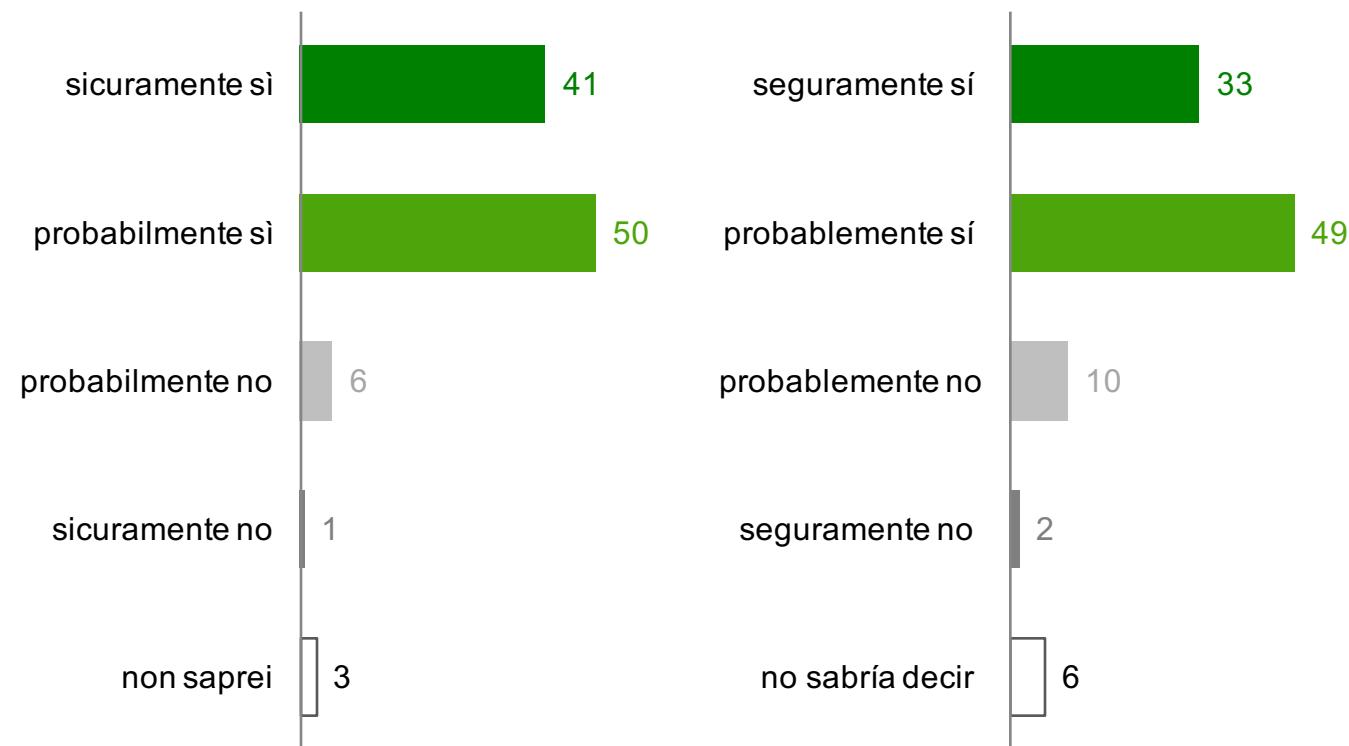


% values

Respondents: total



E sarebbe disposto a ridurre i suoi consumi di pesce o modificare le sue abitudini di consumo (scegliere specie meno sfruttate, pescate con metodi artigianali con un basso impatto ambientale e seguire la stagionalità...) per contribuire a migliorare la gestione dei mari?



¿Y estaría dispuesto a reducir su consumo de pescado o a modificar sus hábitos de consumo (elegir especies menos explotadas, pescadas con métodos artesanales bajo impacto medioambiental, temporalidad...) para contribuir a mejorar la gestión de los mares?



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