

# APPENDICES



**Table 1 - How would you describe the overall situation in your country today on a scale of 1 to 10?**

Average score out of 10

	DE	AT	BE	BG	DK	ES	FR	HU	IT	NO	PL	PT	CZ	RO	UK	SK	SE	17-country aver.
Average score	6.6	6.7	5.7	3.7	7.2	4.8	4.6	4.3	4.9	7.4	5.3	5.5	5.4	4.4	5.9	4.6	6.1	5.4

**Table 2 - And how would you describe your personal circumstances today on a scale of 1 to 10?**

Average score out of 10

	DE	AT	BE	BG	DK	ES	FR	HU	IT	NO	PL	PT	CZ	RO	UK	SK	SE	17-country aver.
Average score	6.5	6.5	6.3	4.8	7.1	5.9	5.7	4.7	5.9	6.8	5.8	5.8	5.6	6	6.6	5.4	6.6	6.1

**Table 3 - Over the last 12 months, would you say that your spending power...**

Average score. In %

	DE	AT	BE	BG	DK	ES	FR	HU	IT	NO	PL	PT	CZ	RO	UK	SK	SE	17-country aver.
Decreased	23	30	43	40	17	32	59	35	35	23	27	32	28	32	27	28	24	33
Has remained stable	54	43	41	30	59	46	31	38	48	31	44	43	46	32	50	37	45	44
Increased	23	27	16	30	24	22	10	27	17	46	29	25	26	36	23	35	31	23

**Table 4 - Are you considering buying any of the following products and services over the next 12 months?**

Average score. In % of "Yes" answers

	DE	AT	BE	BG	DK	ES	FR	HU	IT	NO	PL	PT	CZ	RO	UK	SK	SE	17-country aver.
Travel or leisure	59	66	58	67	66	66	48	46	69	73	54	61	53	67	62	55	70	60
Household electrical appliances	37	40	34	60	38	43	28	37	58	50	44	46	42	64	47	48	44	43
A smartphone	31	33	23	40	29	50	23	29	53	43	41	42	31	54	34	31	34	37
Furniture	33	36	27	44	37	35	27	32	45	50	40	39	37	48	40	41	45	37
Home improvement or renovations	39	43	27	52	26	31	26	42	35	31	42	28	21	51	24	32	32	33
DIY or gardening equipment (lawnmower, power drill, etc.)	22	26	23	33	31	27	20	26	42	46	31	23	27	37	33	34	28	29
A paid subscription to an online video streaming platform (Netflix, Amazon Prime Video, etc.)	21	23	17	14	31	36	16	12	43	48	26	19	8	34	36	9	36	28
TV, Hi-Fi equipment	25	24	16	29	24	30	16	18	45	37	27	26	16	41	27	17	24	28
Home computer	18	17	20	21	25	32	17	19	36	35	25	28	18	30	21	17	22	24
A tablet (iPad, Galaxy Tab, Amazon Fire, etc.)	19	18	15	18	22	26	14	13	35	31	23	20	16	28	23	15	22	22
Sports equipment (bicycle, windsurf, roller blades, etc.)	19	23	17	19	20	27	13	16	29	38	26	16	22	31	18	24	24	21
A new car	16	12	14	11	15	28	14	8	39	29	18	15	9	21	21	11	17	20
A used car	12	19	14	24	15	15	16	17	25	33	24	22	19	29	19	17	16	19
A games console (Playstation, Nintendo, Xbox, etc.)	12	12	11	8	12	20	11	9	22	27	17	9	10	18	19	9	12	16
Video equipment, camera	12	12	9	9	9	14	12	10	22	26	18	12	12	21	14	10	10	15
Real estate	8	9	13	14	12	16	11	14	18	29	13	11	8	20	14	10	12	13
A motorcycle or scooter	7	6	6	5	8	10	7	6	17	22	12	7	6	8	11	5	7	9

**Table 5 - Over the last 12 months, would you say that prices, generally speaking... ?**

Average score. In %

	DE	AT	BE	BG	DK	ES	FR	HU	IT	NO	PL	PT	CZ	RO	UK	SK	SE	17-country aver.
Decreased	1	1	2	1	2	3	2	-	1	2	2	1	1	1	1	2	1	1
Has remained stable	21	13	15	3	46	16	15	5	27	17	12	15	10	5	20	9	26	18
Increased	78	86	83	96	52	81	83	95	72	81	86	84	89	94	79	89	73	81

**Table 6 - Do you personally believe that for a product to be local, it must above all be...**

(Select one answer only)

Average score. In %

	DE	AT	BE	BG	DK	ES	FR	HU	IT	NO	PL	PT	CZ	RO	UK	SK	SE	17-country aver.
Made in your region	85	79	54	24	44	81	75	40	76	59	51	65	12	27	46	22	61	64
Made in your country	13	20	40	72	51	18	22	58	23	33	43	33	66	56	48	44	36	31
Made in a European country	2	1	6	4	5	1	3	2	1	8	6	2	22	17	6	34	3	5

**Table 7 - Generally speaking, would you say that you have or do not have confidence in products from...**

Average score. In % of positive answers

	DE	AT	BE	BG	DK	ES	FR	HU	IT	NO	PL	PT	CZ	RO	UK	SK	SE	17-country aver.
Your own country	95	96	92	87	95	94	94	92	93	90	93	98	95	90	96	95	95	94
Your own region	94	96	93	88	93	95	94	90	93	89	91	98	93	89	93	94	93	93
Another European country	79	73	82	72	80	85	69	74	62	80	75	91	69	82	78	71	71	75
The United States	53	35	59	54	65	70	50	69	50	68	71	74	63	79	73	56	65	61
South Korea	41	25	39	39	43	41	32	40	23	57	40	45	34	50	50	36	44	39
China	23	17	30	22	29	32	17	33	12	45	25	29	25	33	45	32	26	26

**Table 8 - Would you say that consume products nearby manufactured, « local » products, has some positives consequences, negatives consequences or do not have consequences on... ?**

Average score. In % of « Positives consequences » answers

	DE	AT	BE	BG	DK	ES	FR	HU	IT	NO	PL	PT	CZ	RO	UK	SK	SE	17-country aver.
Local economy	80	85	70	75	70	82	79	60	82	67	78	88	61	76	70	67	72	77
Employment	64	72	63	72	68	80	74	53	78	64	71	84	63	73	63	68	68	70
National economy	59	68	59	69	57	74	63	49	69	56	71	84	50	70	58	62	57	64
Environment	66	76	58	48	61	66	70	46	72	60	58	67	41	56	57	40	64	63
Your health	52	73	47	63	47	62	64	47	72	42	60	60	45	63	44	48	54	58
Your spending power	42	53	32	54	39	53	34	35	59	33	52	53	36	60	37	45	44	45
European economy	42	48	40	41	33	52	38	37	43	30	52	51	27	44	28	39	33	41

**Table 9 - Do you agree or disagree with each of the following sentences about local products?**

Average score. In % of « Agree » answers

	DE	AT	BE	BG	DK	ES	FR	HU	IT	NO	PL	PT	CZ	RO	UK	SK	SE	17-country aver.
Imported products strongly threaten local products	68	74	72	73	70	74	81	68	80	64	69	81	72	74	53	77	66	71
There are more local products than before	74	77	69	41	65	63	75	58	64	69	73	68	66	70	66	55	75	69
In the future, there will be a lot of available local products and they will be more important in the stores, including malls and Internet	61	62	65	55	66	66	76	58	71	64	71	62	62	71	69	51	76	67
Many local products are offered to consumers	64	64	56	60	66	65	57	68	79	58	70	52	49	69	71	64	65	66
Local products are easy to identify	52	59	55	68	55	59	62	67	68	66	67	65	66	76	56	73	57	61
Local products are reserved for certain types of traders, distribution channels	48	50	57	55	64	56	61	47	57	63	54	61	65	59	50	59	57	55
Local products are reserved for certain types of consumers	29	37	44	42	44	43	54	43	43	52	44	50	53	47	41	49	52	43

**Table 10 - Would you say that local products are available in the following sectors?**

To all, % of positive answers

	DE	AT	BE	BG	DK	ES	FR	HU	IT	NO	PL	PT	CZ	RO	UK	SK	SE	17-country aver.
Food	93	97	93	94	93	93	91	92	97	87	90	96	93	95	93	91	94	93
Home products (decoration, furniture, etc.)	48	53	53	75	71	61	36	69	72	58	70	76	69	79	63	73	64	59
Hygiene and beauty	48	61	45	74	53	52	41	66	61	46	64	55	68	76	58	66	48	55
Textiles	41	45	44	71	54	56	30	62	68	51	64	79	61	72	62	62	52	54
Tech products	34	29	30	34	40	32	21	43	38	38	46	32	44	47	37	41	35	35

**Table 11 - In general, when buying clothing, which of the following criteria do you apply when making your decisions?**

Multiple-choice question - Three possible answers

In % - 17 countries combined

	DE	AT	BE	BG	DK	ES	FR	HU	IT	NO	PL	PT	CZ	RO	UK	SK	SE	17-country aver.
Price	66	72	73	74	73	71	71	79	60	61	68	84	76	72	71	75	71	69
Quality	64	61	61	73	57	64	53	59	60	53	57	69	58	75	67	64	57	62
Style / cut	40	45	47	49	56	46	47	42	48	45	46	49	49	50	49	52	43	46
Composition	31	33	11	28	6	19	24	31	23	9	27	20	15	22	8	18	33	22
Brand	13	11	13	18	10	17	17	17	16	11	20	13	15	20	18	19	15	16
Product origin	13	15	12	18	11	11	16	10	23	11	13	13	11	12	12	15	8	14
Point of sale	6	8	12	4	12	9	9	11	9	12	9	5	12	4	8	10	7	8
Environmental impact	11	10	6	2	10	7	7	3	8	10	5	6	5	2	10	4	12	8
How the item is presented	4	5	7	4	7	8	9	3	7	11	8	7	4	6	9	3	9	7
Whether or not the fabric is organic	6	6	5	4	6	7	6	5	9	7	5	6	7	11	5	7	5	6
Innovativeness (technical or breathable material, etc.)	6	4	5	7	4	8	4	6	11	11	7	6	3	7	4	2	4	6

**Table 12 - In general, when buying high-tech products, which of the following criteria do you apply when making your decisions?**

Multiple-choice question - Three possible answers

In % - 17 countries combined

	DE	AT	BE	BG	DK	ES	FR	HU	IT	NO	PL	PT	CZ	RO	UK	SK	SE	17-country aver.
Price	63	70	71	68	72	67	71	75	62	59	64	81	74	67	68	74	70	67
Quality	61	59	59	55	57	57	53	58	56	50	56	60	62	61	60	62	68	58
Durability	41	41	37	29	27	41	41	42	28	25	45	40	25	39	33	31	34	37
Brand	19	17	25	31	13	26	28	27	30	18	30	25	27	40	27	30	24	26
Innovativeness	10	9	8	12	12	15	10	6	28	16	13	21	10	17	17	17	9	15
Style / design	14	12	11	11	21	11	14	10	16	14	12	13	15	13	20	16	19	14
The device's composition	15	18	8	49	5	14	8	4	10	10	10	8	5	6	7	10	6	11
The device's origin / the brand's « nationality »	7	7	7	14	8	10	11	14	11	11	11	8	12	12	6	13	7	9
Household habits	16	17	7	5	10	6	7	7	6	10	5	8	10	5	7	7	5	8
Certifications and quality labels	5	5	6	4	6	7	6	9	13	8	8	7	8	9	7	6	3	7
Environmental impact	6	7	6	3	8	6	6	7	8	10	7	5	6	4	6	6	11	7
Point of sale	5	5	8	4	9	6	6	7	6	9	5	5	7	3	7	5	4	6

**Table 13 - When buying food, which of the following criteria do you generally apply to make your decisions?**

Multiple-choice question - Three possible answers

In % - 17 countries combined

	DE	AT	BE	BG	DK	ES	FR	HU	IT	NO	PL	PT	CZ	RO	UK	SK	SE	17-country aver.
Price	50	51	61	54	61	53	55	67	36	49	52	62	65	52	60	63	56	53
Quality	51	46	53	61	47	52	46	55	52	40	42	54	56	58	56	55	50	51
Taste	51	42	46	39	40	33	40	35	26	45	47	30	39	39	49	35	44	41
Product composition	21	23	16	34	11	26	21	28	35	20	36	27	28	37	20	26	22	26
Product origin	21	34	15	34	18	22	29	25	42	13	19	23	19	26	15	34	27	25
Nutritional value	17	19	16	19	17	28	15	10	19	19	23	26	14	22	19	15	14	19
Household habits	17	18	12	12	14	15	11	11	13	17	12	20	15	6	8	14	8	13
Whether or not the product is organic	11	17	9	9	16	8	16	4	12	8	6	9	3	10	5	5	14	10
Packaging, the appearance of fruit and vegetables, meat, fish, etc.	8	7	9	7	6	9	8	14	8	10	10	10	12	13	8	16	5	9
Certifications and quality labels	6	5	6	6	8	8	11	5	17	6	6	9	2	7	6	3	4	8
Brand	5	4	7	10	4	7	9	7	7	8	9	6	6	9	12	9	7	8
Environmental impact	8	8	6	1	11	5	6	4	7	8	4	4	4	2	9	3	15	7
Point of sale	8	7	8	6	8	8	5	10	6	8	6	5	10	4	6	6	6	7

**Table 14 - In general, when buying home furnishings and/or decorative items for your home, which of the following criteria do you apply to make your decisions?**

Multiple-choice question - Three possible answers

In % - 17 countries combined

	DE	AT	BE	BG	DK	ES	FR	HU	IT	NO	PL	PT	CZ	RO	UK	SK	SE	17-country aver.
Price	63	73	74	76	74	72	72	79	62	61	72	84	78	77	71	79	73	70
Quality	55	52	56	67	62	61	55	60	57	47	61	65	57	71	65	63	63	59
Style	37	41	45	40	45	48	47	39	40	45	44	48	39	40	50	46	49	44
Composition of the furniture or item	34	37	14	44	4	18	21	30	27	12	18	19	15	28	15	18	19	23
Household habits	21	23	11	16	13	12	9	14	10	12	13	14	20	10	9	13	6	13
Product origin	12	12	8	12	11	11	15	10	19	11	11	12	9	12	10	18	8	13
Environmental impact	11	9	9	3	11	11	8	6	14	11	7	10	6	4	9	6	12	9
Point of sale	7	7	14	6	9	11	10	11	11	14	10	7	12	7	9	10	9	9
Brand	7	4	7	8	6	9	7	9	11	8	10	7	7	11	12	8	9	9
Certifications and quality labels	5	4	5	2	7	6	7	4	10	7	7	3	3	7	8	4	4	7
Innovativeness	5	4	6	8	4	6	6	4	9	10	8	7	5	8	6	6	6	6

**Table 15 - In general, when buying hygiene and beauty products, which of the following criteria do you apply when making your decisions?**

Multiple-choice question - Three possible answers

In % - 17 countries combined

	DE	AT	BE	BG	DK	ES	FR	HU	IT	NO	PL	PT	CZ	RO	UK	SK	SE	17-country aver.
Price	59	64	68	64	66	65	62	70	51	55	64	75	70	62	68	68	67	62
Quality	61	61	59	68	53	64	54	59	60	52	59	72	63	72	63	64	58	61
Composition / characteristics of the product (texture, smell)	50	52	33	52	37	40	45	42	48	35	46	40	44	49	34	45	38	44
Brand	19	16	22	29	13	27	25	26	24	18	28	22	23	32	29	22	26	25
Product origin	13	16	11	29	17	16	19	22	27	13	18	19	15	23	13	24	13	18
Whether or not the product is organic	12	17	13	18	14	15	24	14	20	12	13	18	10	17	7	14	16	15
Environmental impact	16	16	11	6	21	13	12	10	14	15	10	12	11	6	16	13	15	13
Point of sale	7	9	12	8	10	9	6	11	7	11	8	6	10	5	9	8	7	8
Innovativeness	8	6	5	5	6	6	5	3	12	9	8	8	3	10	9	4	4	8
The product's packaging	6	4	9	3	5	8	6	4	5	11	8	4	4	4	7	9	5	6

**Table 16 - Generally speaking, when making a purchase would you say that you choose products...**

Select one answer only - In %

	DE	AT	BE	BG	DK	ES	FR	HU	IT	NO	PL	PT	CZ	RO	UK	SK	SE	17-country aver.
Made in your region	29	33	10	7	4	24	19	13	20	21	13	12	7	9	9	8	16	18
Made in your country	40	41	34	62	54	39	49	48	65	36	52	57	53	56	53	53	54	50
Made in a European country	8	12	20	18	14	7	9	12	4	14	12	9	16	16	4	19	10	9
Made in a non-European country	1	1	2	1	3	-	1	1	1	2	2	1	2	2	-	1	1	1
You place no importance on the origin of the products you buy	22	13	34	12	25	30	22	26	10	27	21	21	22	17	34	19	19	22

**Table 17 - When you buy the following items, would you say that you favour items manufactured in your own country?**

To all, % who answered "always" or "often"

	DE	AT	BE	BG	DK	ES	FR	HU	IT	NO	PL	PT	CZ	RO	UK	SK	SE	17-country aver.
Food	89	85	75	94	88	86	83	84	96	80	90	92	89	94	82	90	90	87
Hygiene and beauty products	70	57	40	61	48	62	61	53	74	42	77	49	60	71	61	58	53	65
Household equipment (furniture, electrical appliances, etc.)	58	45	41	74	56	57	45	50	72	48	72	68	53	73	63	55	58	60
Clothes	54	38	33	74	39	58	40	49	80	39	68	65	39	67	55	44	43	56
A car	56	25	21	11	15	39	50	20	45	25	28	17	48	34	38	29	36	41
Hi-Fi equipment and tech products (mobile phones, computers, etc.)	40	26	26	18	22	36	25	29	37	30	38	26	22	31	36	24	32	33

**Table 18 - For which of the following reasons do you choose products made locally?**

Multiple-choice question - Three possible answers  
In % - 17 countries combined

	DE	AT	BE	BG	DK	ES	FR	HU	IT	NO	PL	PT	CZ	RO	UK	SK	SE	17-country aver.
To support the economy	52	53	46	60	35	51	37	40	51	38	43	64	41	60	53	52	37	49
To support employment	33	38	38	40	31	52	41	39	45	41	41	63	41	52	46	51	42	43
The products are of higher quality	35	39	22	43	33	34	36	28	42	26	33	34	41	36	29	38	30	35
The origin and composition of the products make them more reassuring	32	40	27	33	36	38	31	40	36	26	39	37	29	31	21	36	36	32
Supporting local production is important for social cohesion	26	20	27	40	36	27	31	54	27	23	26	37	31	30	34	32	34	30
They have less of an environmental impact	35	32	30	6	30	18	28	10	26	29	11	13	9	7	29	9	51	25
It allows know-how to be preserved	9	11	16	7	15	10	21	10	14	20	16	5	7	8	18	9	7	14
It is a way of opposing globalisation	14	18	18	13	9	11	15	10	13	14	16	11	15	14	11	11	12	13
The products are cheaper than non-local products	9	6	10	20	7	11	7	14	11	10	19	9	16	20	10	14	5	11

**Table 19 - What are the main reasons among the following you do not prefer local products?**

Multiple-choice question - Two possible answers - In %

	DE	AT	BE	BG	DK	ES	FR	HU	IT	NO	PL	PT	CZ	RO	UK	SK	SE	17-country aver.
These products are more expensive	52	54	49	27	45	42	59	37	41	52	36	48	42	28	51	48	72	47
The proposed offer is too restricted	33	39	36	40	35	24	34	30	26	40	40	45	35	52	27	46	48	34
You don't think about it	18	19	31	36	24	32	25	31	32	19	29	23	32	19	34	12	12	27
You don't find products for your tastes, your expectations	10	18	18	28	25	19	19	23	24	24	14	27	20	30	17	19	20	19
You don't know where to find these products	16	15	13	12	16	10	12	16	21	15	14	17	13	17	15	19	11	15
The quality of these products is not better than others	21	16	10	19	12	13	10	18	6	11	17	10	9	24	15	17	11	14

**Table 20 - Would you say that local consumption, i.e., choosing to buy products made in your country, is primarily...**

Multiple-choice question - Two possible answers  
In %

	DE	AT	BE	BG	DK	ES	FR	HU	IT	NO	PL	PT	CZ	RO	UK	SK	SE	17-country aver.
A way of protecting the environment	55	55	40	16	42	40	44	29	47	43	27	26	29	22	40	23	61	42
A goal you have set yourself	21	24	22	28	19	49	25	26	32	18	16	28	20	31	16	24	31	26
An act of patriotism	32	33	17	29	17	12	25	32	14	25	35	27	30	34	19	33	19	24
A duty	12	12	11	22	11	18	25	22	34	10	22	45	13	13	18	17	9	20
A pride	14	15	24	27	20	14	19	14	24	20	19	25	27	30	24	24	15	20
A subject you do not pay attention	14	16	23	27	27	13	14	23	10	22	23	8	24	19	28	24	12	17
A trend	5	5	8	5	9	6	8	7	5	7	12	4	5	7	4	4	8	6

**Table 21 - Would you agree to pay more a local product?**

Average score. In %

	DE	AT	BE	BG	DK	ES	FR	HU	IT	NO	PL	PT	CZ	RO	UK	SK	SE	17-country aver.
Yes	59	65	45	68	56	60	56	52	75	64	61	63	43	66	57	68	71	61
No	41	35	55	32	44	40	44	48	25	36	39	37	57	34	43	32	29	39

**Table 22 - On average, how much more would you be prepared to pay for a local product?**

Of those who state that they would be prepared to pay more for a local product  
In %

	DE	AT	BE	BG	DK	ES	FR	HU	IT	NO	PL	PT	CZ	RO	UK	SK	SE	17-country aver.
Less than 5%	27	32	39	19	25	51	44	36	32	26	31	45	34	19	36	32	26	35
Between 5% and 10%	65	60	58	66	66	45	51	58	62	63	63	52	61	67	57	59	64	58
More than 10%	8	8	3	15	9	4	5	6	6	11	6	3	5	14	7	9	10	7

**Table 23 - Regarding the quality labels, certifications and controlled appellations that exist for certain products, would you say that...**

To all, % of positive answers

	DE	AT	BE	BG	DK	ES	FR	HU	IT	NO	PL	PT	CZ	RO	UK	SK	SE	17-country aver.
They guarantee the quality and traceability of a product	73	78	71	78	74	79	79	73	89	70	76	85	68	78	74	75	71	77
A European quality label should be created for certain products	77	77	73	77	70	84	69	75	80	63	79	80	58	74	60	74	71	74
There should be more of them in the future	67	68	68	85	64	80	57	74	79	64	79	85	62	84	68	69	67	71
They influence you when choosing a product	58	64	55	72	61	65	65	63	78	63	67	73	60	71	64	67	69	66
There are many	68	67	60	46	62	76	72	44	54	57	50	47	58	44	60	46	59	62
You are aware of them and can find them easily	41	48	49	66	59	54	56	61	69	63	57	60	56	68	59	62	60	56

**Table 24 - Would you say that encouraging the purchase of products manufactured locally, i.e., in your country, is...**

Average score. In %

	DE	AT	BE	BG	DK	ES	FR	HU	IT	NO	PL	PT	CZ	RO	UK	SK	SE	17-country aver.
Not important	7	5	9	3	7	5	3	7	1	7	8	1	9	3	7	7	5	5
Important but not a priority	64	55	65	51	59	59	48	52	41	58	66	46	66	52	60	59	53	56
Very much a priority	29	40	26	46	34	36	49	41	58	35	26	53	25	45	33	34	42	39

**Table 25 - Would you say that the following stakeholders are or are not committed to promoting the production and consumption of local products?**

To all, % who answer "Committed" - 17 countries combined

	DE	AT	BE	BG	DK	ES	FR	HU	IT	NO	PL	PT	CZ	RO	UK	SK	SE	17-country aver.
Tradesmen / traders (small shops)	66	71	81	85	59	88	83	75	85	77	80	89	77	84	85	85	79	80
NGOs (environmental, consumer protection, etc.)	76	84	77	70	71	82	81	70	76	81	69	78	64	70	74	77	80	76
Citizens / consumers	62	61	64	73	62	68	69	65	68	73	66	72	65	72	66	80	74	67
Brands / retailers	55	58	52	68	56	60	54	61	59	66	66	62	66	67	57	76	59	59
Companies	49	59	50	72	55	56	48	52	62	70	67	67	66	60	55	72	64	56
The media	44	57	50	61	45	50	44	54	43	65	59	57	52	68	44	68	60	49
The government / authorities	34	41	44	47	45	54	37	55	40	65	47	52	39	41	53	71	56	44
European Union	36	37	47	46	35	51	34	53	32	53	51	48	40	49	45	64	48	42