

TOTAL* 4.368 interviews
24 / 09 > 09 / 12 / 2018

Food and beverage products
in Canada, China, Japan, Kingdom of Saudi Arabia
and United Arab Emirates

1.010 interviews
28 / 09 > 09 / 12 / 2018

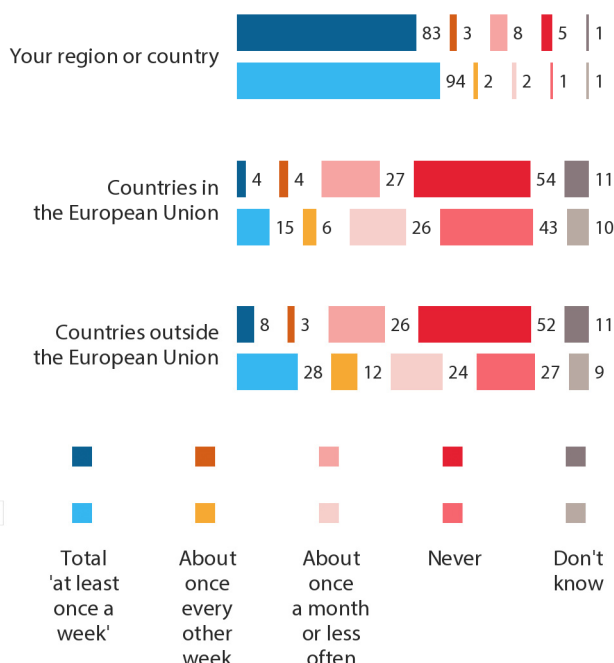
Methodology: telephone

JAPAN

September - December 2018

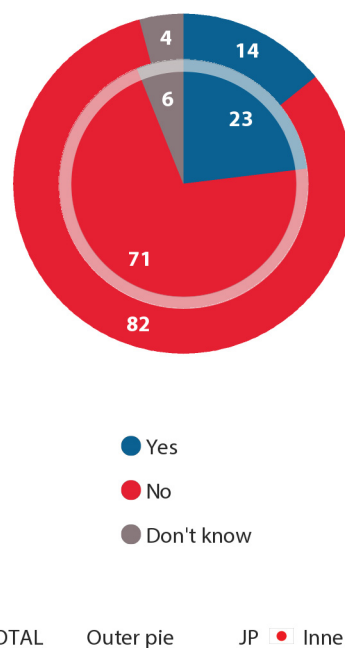
1. CONSUMPTION OF FOOD AND BEVERAGE PRODUCTS

Q2 How often do you consume agricultural food or beverage products from...? (%)



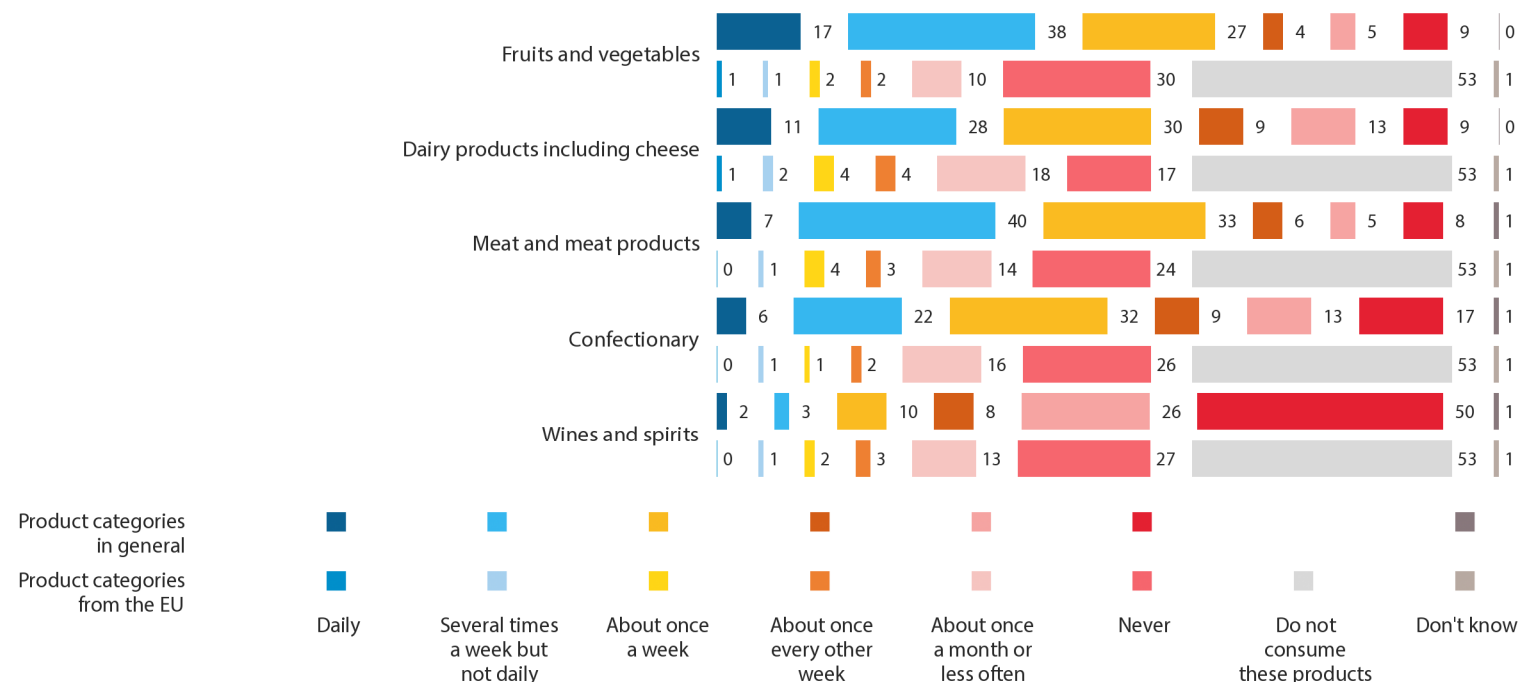
Base: all respondents

Q8 Are you familiar with any quality labels for agricultural food and beverage products? (%)



Base: all respondents

Q3Q4T Please tell me how often you consume each of these product categories? (% - JP)



Base: all respondents

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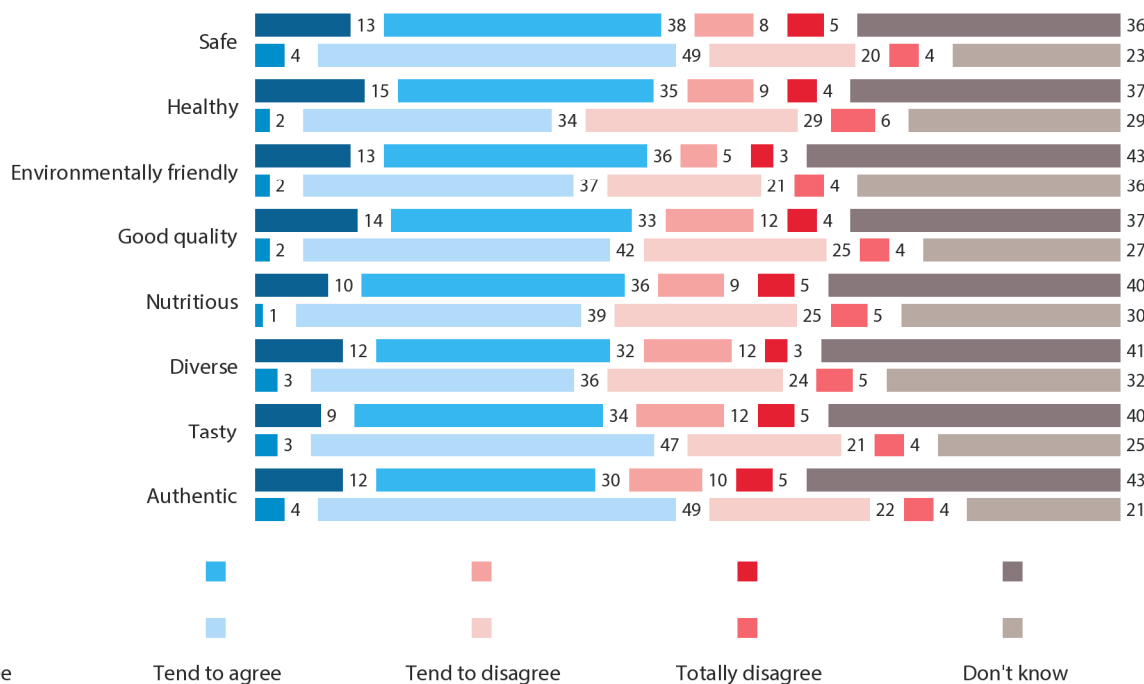
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2. OPINIONS ABOUT EU FOOD AND BEVERAGE PRODUCTS

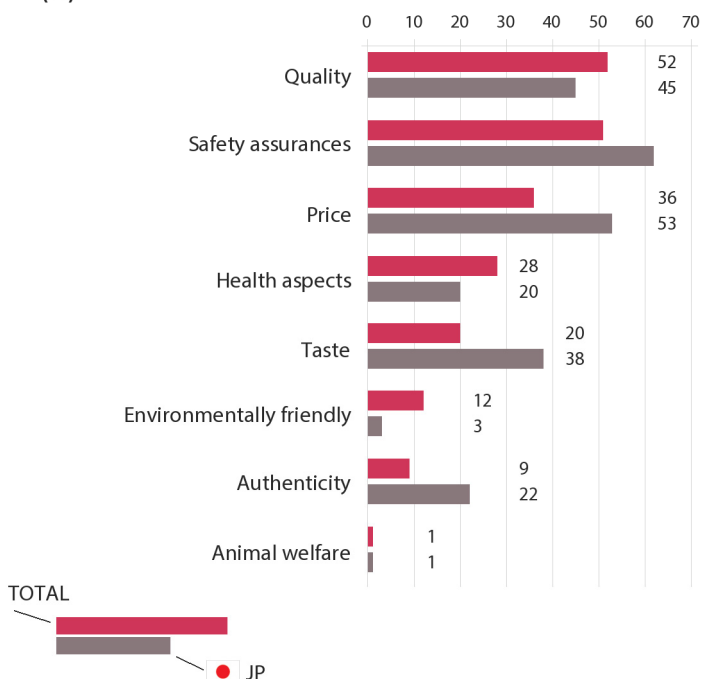
Q6 To what extent do you agree or disagree that agricultural food or beverage products from the European Union are...? (%)



Base: all respondents

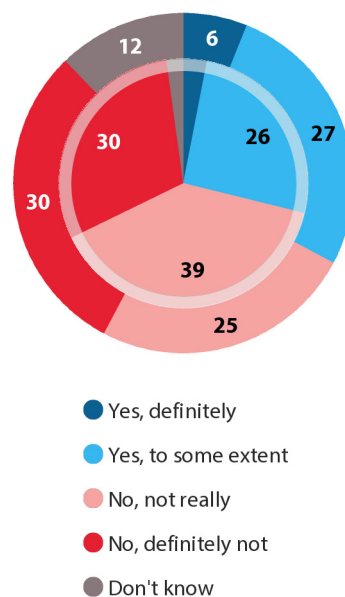
3. CONSUMER PURCHASING BEHAVIOUR

Q5 When purchasing agricultural food or beverages, which of the following most influence your decision to buy a product? (MAX. 3 ANSWERS) (%)



Base: all respondents

Q7b Are you interested in starting to consume agricultural food and beverage products from the European Union? (%)



Base: respondents not consuming food and beverage products from countries in the EU