

Press Release

Food Consumption and Waste as a Social Issue – June 2018

- ⊙ Approximately one-eighth (13%) of respondents do not consider food waste to be a society-wide problem; although 45% of respondents do not believe it is right to waste food, they also believe there are more pressing problems that need to be resolved. Two-fifths of respondents (40%) consider food waste to be a society-wide problem.
- ⊙ More than one-half (53%) of respondents claim that in their household total food waste does not amount to more than 10% of their food. Approximately one-sixth (17%) claim that their household wastes more than 10% but not more than one-quarter of their food. Only 4% of respondents state that their household wastes more than one-quarter but less than one-half of their food. In contrast, slightly more than one-fifth (21%) of respondents claim that their household does not waste any food.
- ⊙ In the opinion of the Czech public wholesalers and retailers are the biggest sources of food waste, while households waste the least food. These findings are the exact opposite of EU estimates.
- ⊙ The majority (75%) of the Czech public make correct use of the label 'Use By'; by contrast, the meaning of the label 'Best Before' is less clear and more than one-half (51%) interpret it to mean the same thing as the 'Use By' date.

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The *Czech Society* survey fielded in June by the Public Opinion Research Centre at the Institute of Sociology, Czech Academy of Sciences, asked the public about their views on food waste. Respondents were asked to comment on how serious the problem of food waste is and approximately how much food their household wastes and about their own shopping and consumption habits relating to food. Respondents also commented on what they consider to be good reasons to limit food waste and who in their opinion is doing most to try to reduce food waste in the Czech Republic. We were also interested in learning who, in the opinion of respondents, contributes most to total food waste. Another section of this block of questions looked at how familiar the Czech public is with the terms 'Best Before' and 'Use By'.

The context of the food waste problem

Food waste constitutes an important social, environmental, and economic problem in contemporary society, one that is however often overlooked. Experts began to focus more systematically on this problem after 2000. In the Czech Republic the subject has to date been addressed mainly on the level of individual studies focusing on a particular dimension of the problem. As yet there are no studies or research teams in the country that have dealt with the problem comprehensively. The Public Opinion Research Centre has been surveying the Czech public's opinion on this problem for three years, specifically looking at public views on wasting food, people's shopping and consumption habits, buying 'crooked' fruit and vegetables (2016, 2017, 2018), opinions on genetically modified food (2016, 2017), buying organic food (2017), the public's familiarity with the terms 'Best Before' and 'Use By' (2017, 2018), and how much people know about the gluten-free diet (2016, 2018).

Summary statistics for the countries of the European Union from 2012 estimate that on average 88 million tonnes of food is thrown away each year (this figure takes into account every step in the food distribution chain – from agricultural production right through to household consumption). And if we divide this figure by the number of citizens in the EU we get 173 kg of food per person that is thrown away each year. Yet the total volume of food produced in 2011 was approximately 865 kg per EU citizen. The conclusion is that approximately 20% of the total volume of food production is thrown away.¹

Rough estimates provided by the European Commission² indicate that the amount of food that is thrown away in different stages of the food production chain is relatively small in the Czech Republic compared to other EU countries. According to a more moderate estimate, 829 851 tonnes of food (i.e. 6.4% of total food production) is thrown away in the Czech Republic, if we do not include the potential waste from agriculture.

According to the same estimates, 254 124 tonnes of food is thrown out by households, which equal 25 kg per inhabitant of the Czech Republic each year. Expenditures on food form a not insignificant part of the Czech household budget. According to the Czech Statistical Office, in 2016 expenditures on food (not including restaurants and drinks) amounted to 22 814 CZK annually per household member or approximately 18% of all consumer expenditures.³

Food waste accounts for approximately 30% of all household waste.⁴ But it is also necessary to take into account the very definition of food waste and what it encompasses. Food waste refers not just to food items that end up in the consumer's waste bin and in rubbish disposal units. It also includes food that is composted, fed to animals (e.g. hard bread), or otherwise not consumed by consumers themselves. And it is not just individuals and households that throw away food, as such waste occurs at other steps in the food production chain.

For a fuller picture it should be noted also that waste is part of the wider issue of food consumption and distribution in general. Experts have been studying the issue for decades, especially as it relates to inequality of access to food from a global perspective. According to UN estimates, in 2016 there were 815 million people in the world suffering from malnutrition, which was an increase of 38 million from 2015. Although the current figure is smaller than it was at the start of the 20th century, when it was 900 million, it is still a very large number and thus a very significant global problem.⁵

Food waste in Czech households

Survey respondents were first asked to comment on the problem of food waste. Approximately one-eighth (13%) of respondents do not think food waste is a society-wide problem; 45% do not think it is right to waste food, but they see more urgent problems that need solving. Two-fifths of respondents (40%) believe food waste is a big society-wide problem (for more, see Figure 1), and this opinion is much more common among women than men.

No statistically significant changes occurred in the structure of opinion among respondents compared to last year's survey. When the current results are compared with the results from 2016, a statistically significant increase (by 6 percentage points) is observed in the share of people who consider food waste to be a big problem, while the decrease of 3 percentage points in the share who consider food waste to be a problem but not as big an issue as other current problems is within the margins of statistical error. It is possible to say generally that the public's opinion on food waste has remained relatively stable over the past three years.

¹ Stenmarck A., Jensen C., Quedsted T., Moates G. (2016): *Estimates of European food waste levels. Report of the project FUSIONS* (contract number: 311972) granted by the European Commission (FP7). ISBN 978-91-88319-01-2. Available at: <https://www.eu-fusions.org/phocadownload/Publications/Estimates%20of%20European%20food%20waste%20levels.pdf>

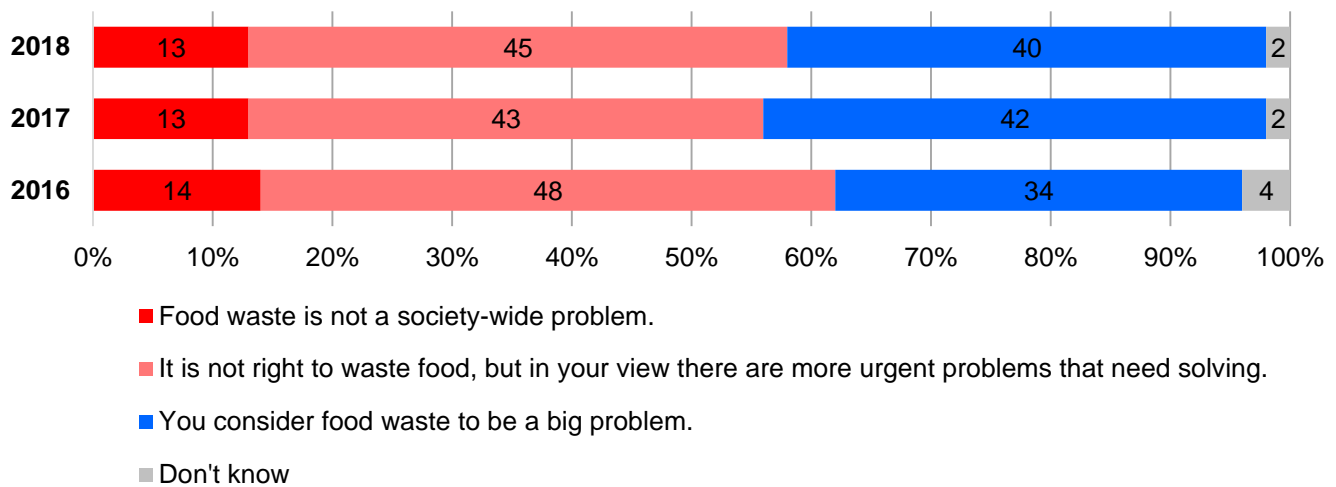
² Priefer, C., Jörissen, J., & Bräutigam, K. R. (2013). Technology options for feeding 10 billion people-Options for cutting food waste. *Institute for Technology Assessment and Systems Analysis*. Available at: [http://www.europarl.europa.eu/RegData/etudes/etudes/join/2013/513515/IPOL-JOIN_ET\(2013\)513515_EN.pdf](http://www.europarl.europa.eu/RegData/etudes/etudes/join/2013/513515/IPOL-JOIN_ET(2013)513515_EN.pdf)

³ Vydání a spotřeba domácností statistiky rodinných účtů – 2016. (Household Expenditures and Consumption: Family Budget Statistics) Available at: <https://www.czso.cz/csu/czso/vydani-a-spotreba-domacnosti-statistiky-rodinnych-uctu-2016>

⁴ FAO. 2011. *Global food losses and food waste – Extent, causes and prevention*. Rome. Available at: <http://www.fao.org/docrep/014/mb060e/mb060e.pdf>

⁵ FAO, IFAD, UNICEF, WFP and WHO. 2017. *The State of Food Security and Nutrition in the World 2017. Building resilience for peace and food security*. Rome, FAO. Available at: <http://www.fao.org/3/a-I7695e.pdf>

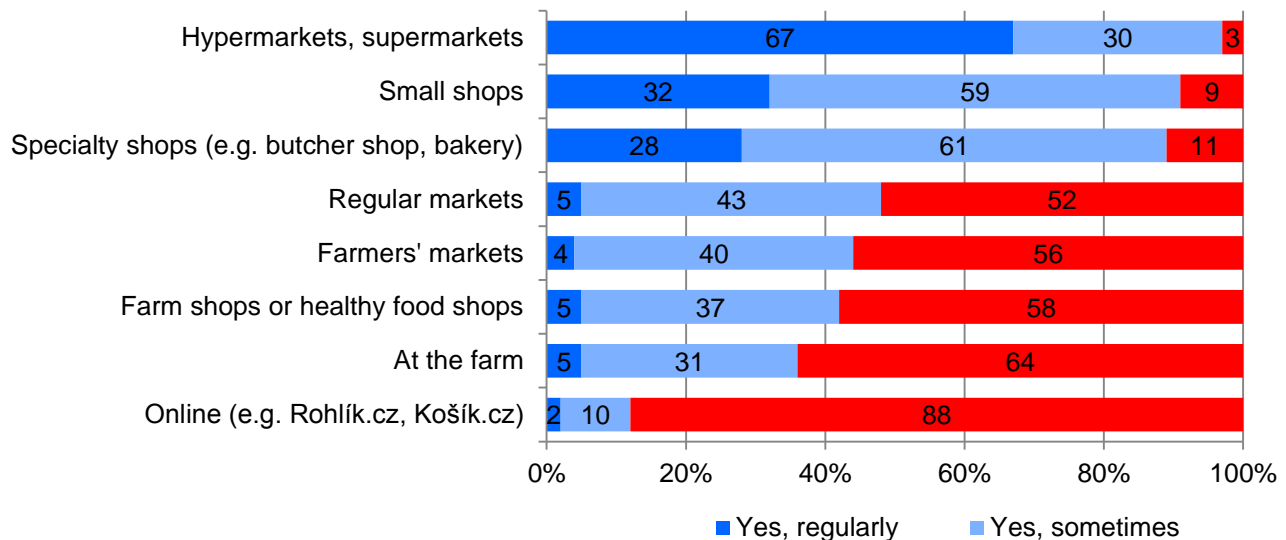
Figure 1: How big a problem is food waste? (%)⁶



Source: Public Opinion Research Centre, Institute of Sociology, Czech Academy of Sciences, Czech Society 16–29 June 2018, 1078 respondents over the age of 15, face-to-face interviews.

An interesting finding emerges when we look at where respondents do their shopping (94% of respondents at least sometimes shop for food, 6% never do). Respondents who said they at least sometimes shop for food for their household were presented a list of locations and asked whether and how often they shop at each one of them. The results of the answers to this question are presented in Figure 2 below.

Figure 2: Where do respondents shop for food? (%)⁷



Source: Public Opinion Research Centre, Institute of Sociology, Academy of Sciences of the Czech Republic, Czech Society 16–29 June 2018, 1013 respondents over the age of 15 who said that they at least sometimes shop for food for their household, face-to-face interviews.

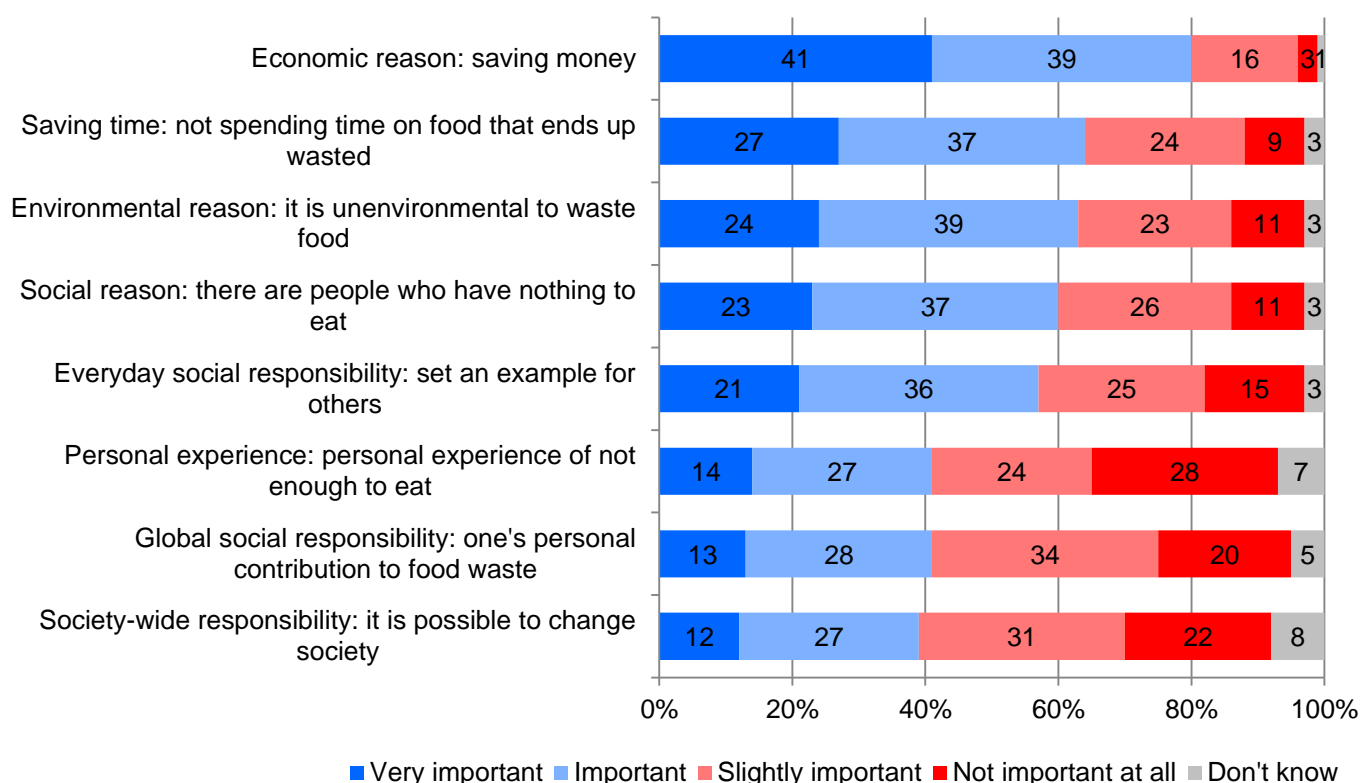
⁶ The question read: 'Please indicate which of these opinions is closest to your own: Food waste is not a society-wide problem. It is not right to waste food, but in your view there are more urgent problems that need solving. You consider food waste to be a big problem.'

⁷ The question read: 'Do you shop for food in any of the following places? a) Hypermarkets, supermarkets, b) small shops, c) specialty shops (e.g. butcher shop, bakery), d) farm shops or health food shops, e) farmers' markets, f) regular markets, g) at the farm, h) online (e.g. Rohlík.cz, Košík.cz).' Response options: Yes, regularly, Yes, sometimes, No.

A more in-depth analysis revealed that attitudes towards food waste have a statistically significant correlation with the possibility to shop at a farmers' market or health food shop, at a farmer's market, and at a regular market. Specifically, people who shop for food (especially if they 'always' do) at these locations are much more inclined to hold the opinion that food waste is a big problem.

When asked to rate specific reasons for reducing food waste (see Figure 3), respondents indicated the most important reason to be that of saving their household money. This reason is important for four-fifths (80%) of respondents. More than three-fifths of respondents consider an important reason to be saving time they would have spent preparing or buying food (64%) and also regard limiting food waste as beneficial for reducing the environmental burden on the planet (63%). Three-fifths (60%) of respondents consider the ethical and social side of this problem to be significant and cite as an important reason the fact that there are people who are starving. Just under three-fifths (57%) of respondents regard changing their own behaviour as an opportunity to influence those around them and to set an example. Approximately two-fifths (41%) of respondents feel guilty about the production of waste in general, and for this reason they consider it important to limit food waste. The same share of respondents (41%) also indicated they personally had experienced not having enough food, and this influenced their own relationship to food. The reason for reducing food waste respondents indicated least (39%) was the feeling that a person can change society through his or her own behaviour.

Figure 3: The importance of reasons for reducing food waste (%)⁸



Source: Public Opinion Research Centre, Institute of Sociology, Czech Academy of Sciences, Czech Society 16–29 June 2018, 1078 respondents over the age of 15, face-to-face interviews.

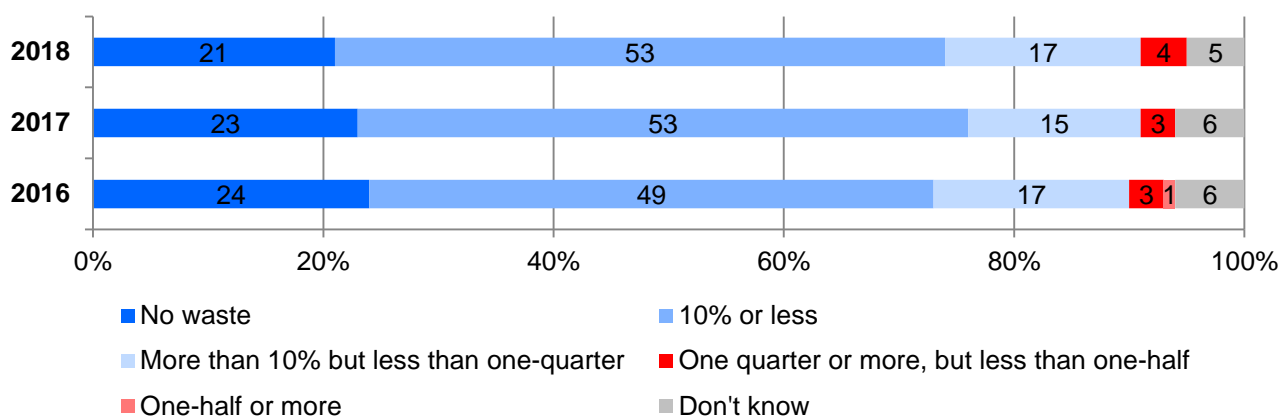
⁸ The question read: 'People cite various reasons for not wasting food. I will read you some of them and please indicate whether you consider the particular to be important or not important: a) You think about how it will save you money. b) You think about how un-environmental it is to waste food.) You think about people who don't have enough to eat. d) You regret the time spent shopping or preparing food that is never eaten. e) You feel guilty about producing waste in general. f) You think about how you yourself can change society by what you are doing. g) You want to set an example for others. h) You personally have experienced not having enough to eat.' Response options: very important, important, slightly important, not important at all. .

Generally we can see that the strongest reasons for limiting food waste have to do with some kind of personal benefit (saving money, saving time), followed by reasons that relate to society as a whole or that are of an environmental nature. It is clear that the Czech public is aware of the consequences of food waste primarily on the personal and everyday level, while the more complex effects of food waste are rather secondary. Nevertheless, a significant portion of respondents see food waste as something that is un-environmental or unethical in relation to people who do not have enough to eat, and they feel that they can set an example by their own behaviour and thus influence other people around them. They are, however, somewhat sceptical of the idea that through their own behaviour they can change the attitude of society as a whole.

We also asked respondents to estimate the amount of food that is wasted by their household (see Figure 4). Respondents were asked to include in the estimate of household waste also food that they compost or give to animals – that is, food that is not consumed by them. More than one-half of respondents (53%) claimed that their household's total waste was less than 10% of their food. Approximately one-sixth (17%) indicated that their household wasted more than 10% but less than one-quarter of their food. Only a small share (4%) of respondents said they wasted more than one-quarter but less than one-half of their food. By contrast, just over one-fifth (21%) of respondents claimed that their household did not throw away any food. The remaining 6% of respondents were unable to answer this question and chose 'don't know' as their response.

If we look at developments over time since 2016, we see that there have been no statistically significant shifts in the distribution of responses on the amount of household food waste. The only exception is the increase (by 4 percentage points) between 2016 and 2017 in the share of people who said that they do not throw out more than 10% of their food.

Figure 4: Declared amounts of household food waste (%)⁹

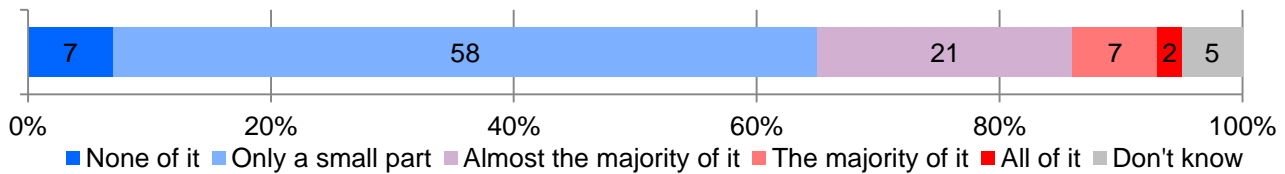


Source: Public Opinion Research Centre, Institute of Sociology, Czech Academy of Sciences, Czech Society 16–29 June 2018, 1078 respondents over the age of 15, face-to-face interviews.

We then asked those who said they throw at least a small amount of food whether some of the cases of food waste could be avoided and how much such food, in their opinion, would it be possible to avoid wasting (see Figure 5). Just under three-fifths (58%) of people said that only a small share of their food waste could be avoided, approximately one-fifth (21%) estimated that almost the majority of it could be avoided, and 7% of respondents said they could eliminate the majority of their household food waste; and 2% of people estimated that they could eliminate their food waste altogether and avoid throwing out any food. Only a small share of respondents (7%) claimed that they could not reduce the amount of food their household throws out. The remaining 5% of those asked were unable to answer and chose 'don't know' as their response.

⁹ The question read: 'What percentage of food in your household is not eaten and is thrown away, fed to animals, or composted? Please try to think and estimate as a percentage the share of food is wasted by your household as a whole: Response options: No waste, 10% or less, more than 10% but less than one-quarter, one-quarter or more but less than one-half, one-half or more.'

Figure 5: How large a share of the waste could be avoided (% , only those who said they waste at least some food)¹⁰

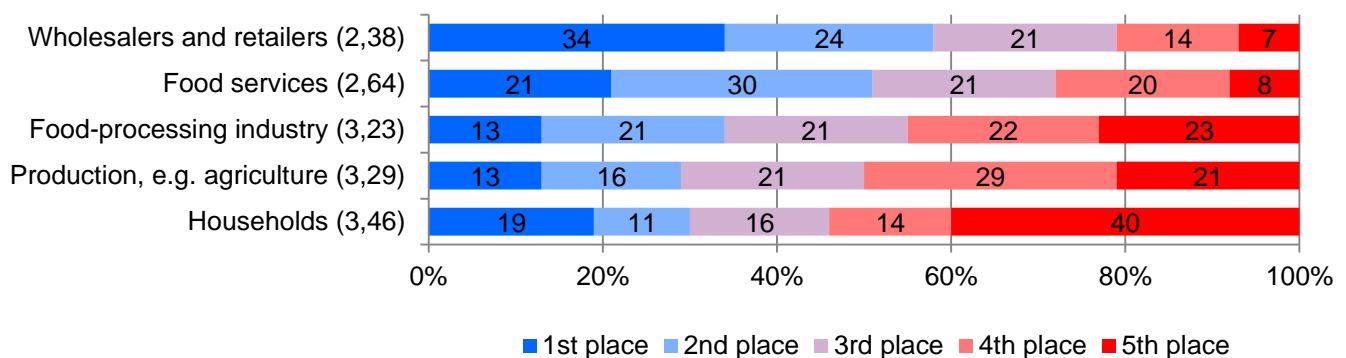


Source: Public Opinion Research Centre, Institute of Sociology, Czech Academy of Sciences, Czech Society 16–29 June 2018, 850 respondents over the age of 15 who indicated that they produce at least some amount of food waste, face-to-face interviews.

A more detailed analysis showed that people who, as they claim, do not throw any food away tend to be over the age of 60. By contrast, people aged 15–29 claim to throw out slightly more food than other age groups. People in the youngest age group (15–19 years) also significantly more often do not know what share of food their household throws out. This tendency is also observed among people who do not shop for food for their household (which is an item that is closely tied to age).

However, it is not just households that throw away food, even though households are the seemingly most visible component in food waste. Food waste occurs at every level of the chain of food production – from agricultural production to end consumption in households. According to EU estimates from 2012,¹¹ the most food waste occurs on the level of households (figures indicate that as much as 53% of the total amount of food thrown away occurs at this level), approximately one-fifth (19%) of total food waste is produced by the food-processing industry and also by food services (12%). Waste that occurs as part of the food-production process itself accounts for around one-tenth (11%). The remaining 5% occurs on the wholesale and retail levels. We asked respondents¹² to rank these five levels of the food-production chain according to how large a share of food waste each of them is responsible for. The results are presented in Figure 6 below.

Figure 6: The order of different levels in the chain of food production according to the share of waste they contribute to total food waste (%)



Note: Items are listed in the order that they were ranked on average (in brackets) from the lowest average ranking to the highest. The figures represent the distribution of responses after excluding 'don't know' responses, which accounted for 1% of the total.

Source: Public Opinion Research Centre, Institute of Sociology, Czech Academy of Sciences, Czech Society 16–29 June 2018, 1056 respondents over the age of 15, face-to-face interviews.

¹⁰ The question read: 'How great a share of your food waste could be avoided? None, only a small part, almost the majority of it, the majority of it, don't know.'

¹¹ Stenmarck Å., Jensen C., Quested40 T., Moates G. (2016): Estimates of European food waste levels. Report of the project FUSIONS (contract number: 311972) granted by the European Commission (FP7). ISBN 978-91-88319-01-2. Available at: <https://www.eu-fusions.org/phocadownload/Publications/Estimates%20of%20European%20food%20waste%20levels.pdf>

¹² The question read: 'Rank the following options in order from 1 to 5 according to how much you believe they contribute to the total amount of food waste? (1 means they contribute most, 5 means the least, NO NUMBER IN THE ORDER CAN BE REPEATED)'. Options: Households, Production (e.g. agriculture), Food services (restaurants etc.), Wholesalers and retailers, Food-processing industry.

If we go by EU estimates, according to which the most waste occurs at the level of households and the least at the wholesale and retail level, and if we compare these estimates with the opinions of respondents, we get interesting results. Two-fifths (40%) of respondents pointed to households as those who waste the least food, while conversely around one-third (34%) indicated that wholesalers and retailers are responsible for the most food waste. These results are very different from EU estimates. The differences between the middle-ranked items (2nd to 4th place) are not very large, which is also true of the EU estimates, where the difference between 2nd and 4th place is just 8 percentage points. To conclude we can say that the opinions of the Czech public about who is responsible for food waste are the direct opposite of what EU estimates indicate. However, what is interesting is that households are ranked among the biggest food wasters more often by people who claim that they do not throw out any food (27%), while only a relatively small share of the respondents who claimed they throw out up to 10% of food rank households first (16%).

We also asked respondents who in their opinion does most about trying to reduce food waste in the Czech Republic.¹³ This was an open question that respondents were able to answer in their own words and could give as many as three answers to. In total we received 1792 answers. Because many of the answers essentially referred to the same things, we created several categories and grouped individual answers within them.

As can be seen in Table 1 presenting the results of the open question, in the opinion of the Czech public those who do most to reduce food waste in the Czech Republic are various NGOs and environmental organisations, followed by individuals and households. Respondents also often mentioned the state sector (the government, ministries, state administration). Although less often, respondents also referred to farmers, retain chains, international organisations, and the EU as engaged in such efforts. Recurring answers that could not be grouped in any of the categories we created included the media, politicians, political parties (generally or named specifically), hospitals, doctors, and schools.

Table 1: Who does most to try to reduce food waste in the Czech Republic? – the results of an open question

Categories of responses	Frequency	Percentage (%)
Non-governmental, non-profit, environmental, charity, and volunteer organisations, activists	456	25
Individuals, households, people themselves, specific groups of inhabitants	402	22
Government organisations, ministries, state administration	204	11
Farmers, food growers, producers	117	7
Retain chains, shops, supermarkets, hypermarkets	96	5
EU and other international organisations	52	3
No one	46	3
Food service facilities (restaurants, canteens, school canteens)	42	2
Other	176	10
Don't know	201	11

The labels 'Best Before' and 'Use By'

In the next block of questions we focused on how respondents make use of the terms 'Best Before' and 'Use By'. The meaning of these terms is often confused, even though they play an important role when people shop for and consume food. The state agricultural and food inspection authorities state that best before dates are used to label food items that do not spoil quickly and are non-perishable (e.g. pasta, canned food, biscuits, etc.). In general it is stated that food items can be safely consumed even after the best before date as long as the food has been stored in the

¹³ The question read: 'Who in your opinion does most to try to reduce food waste in the Czech Republic? You can give as many as three answers.'

required conditions and the packaging is not damaged. The food is usually not unsafe after that date, but it is no longer possible to guarantee the food's quality of taste and nutritional value.¹⁴

By contrast, the 'Use By' label is sometimes also called the expiration date. Food with this label usually spoils quickly and it must be consumed quickly. Such food items include dairy products, fish, refrigerated meat, and cold foods, etc. This food is no longer considered to be safe after its Use By date and it may be harmful to the consumer's health.¹⁵

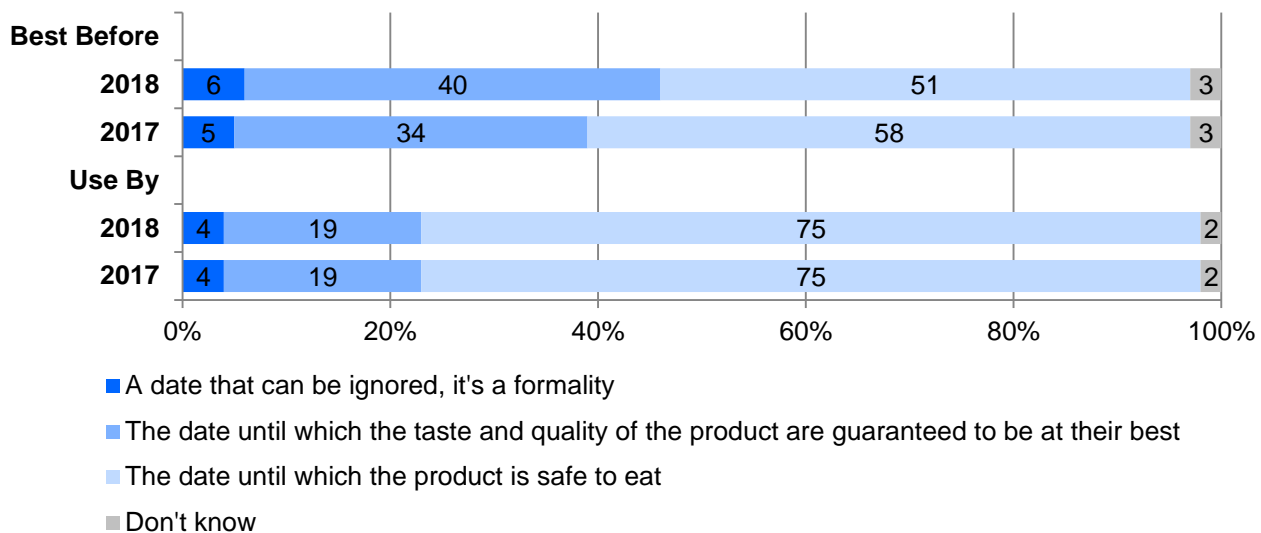
There also exists a category of food products that do not have to have a Best Before or a Use By date or even an expiration date. Such foods include fresh fruit and vegetables, mushrooms, alcoholic beverages with an alcohol content of at least 10%, wine, chewing gum, vinegar, etc.¹⁶

If we look at how the Czech public distinguishes between these terms, we see that for the majority of respondents (75%) the 'Use By' label means the date until which the product is safe to eat (see Figure 7). For just under one-fifth (19%) it means the date up until which the quality and taste of the food will be at their best. Only 4% of respondents regard it as a formality without any deeper meaning for consumers. Only 2% of respondents were unable to answer and selected the response 'don't know'.

The Best Before date is regarded by approximately one-half (51%) of the Czech public as an indicator that the food is safe to eat. Two-fifths (40%) of people describe it as the date to which the food's taste and quality are guaranteed to be at their best. Only a small share (6%) of respondents consider it an unimportant piece of information that is only of formal significance. The remaining 5% were unable to answer this question and selected the response 'don't know'.

The majority (75%) of the Czech public uses the 'Use By' label correctly, but the meaning of the label Best Before is less clear and more than one-half (51%) assign it the same meaning as the 'Use By' date.

Figure 7: What do the labels 'Best Before' and 'Use By' mean? (%)¹⁷



Source: Public Opinion Research Centre, Institute of Sociology, Czech Academy of Sciences, Czech Society 16–29 June 2018, 1078 respondents over the age of 15, face-to-face interviews.

¹⁴ <http://www.szpi.gov.cz/clanek/datum-minimalni-trvanlivosti-a-datum-pouzitelnosti.aspx>

¹⁵ <http://www.szpi.gov.cz/clanek/datum-minimalni-trvanlivosti-a-datum-pouzitelnosti.aspx>

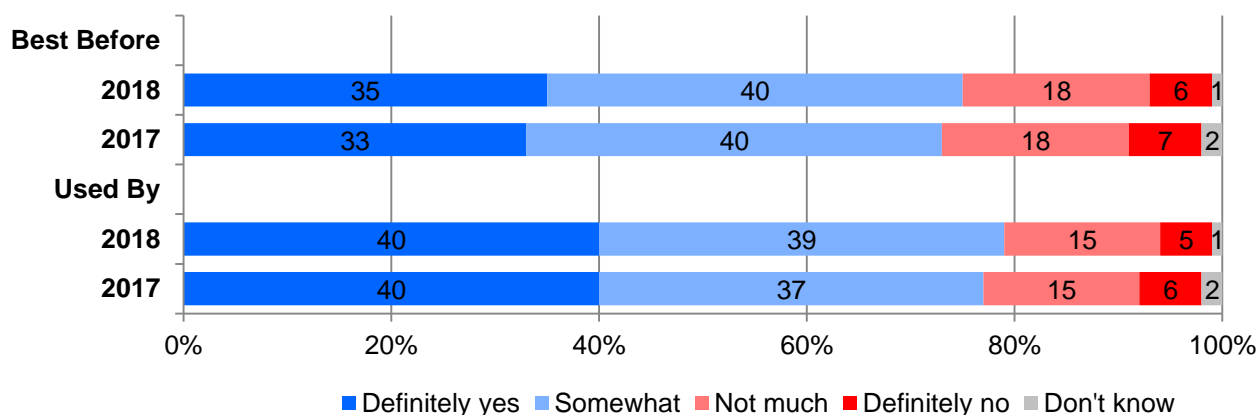
¹⁶ <http://www.szpi.gov.cz/clanek/datum-minimalni-trvanlivosti-a-datum-pouzitelnosti.aspx>

¹⁷ The question read: 'What in your opinion does the label 'Best Before'/'Use By' means?' A date that can be ignored, it's a formality. The date until which the taste and quality of the product are guaranteed to be at their best. The date until which the product is safe to eat.

If we compare the results with the last survey in June 2017, we find that some statistically significant changes occurred in the structure of Czech opinion on what the term Best Before means. The share of people who believe the term refers to the date up until which the taste and quality of the food is guaranteed to be at their best rose by 6 percentage points, while those who believe that it refers to the date up until which the food is safe decreased (by 7 percentage points). This is a positive shift, because it means that more people have a correct understanding of the term.

We were also interested in learning how much respondents are influenced by Best Before and Use By dates when buying food. We found that for most people both pieces of information are approximately equally influential when they are buying food. Three-quarters (75%) of respondents take the Best Before date into consideration when they are buying food (35% are definitely influenced and 40% are somewhat influenced) and just under four-fifths (79%) take the Use By date into consideration (40% are influenced and 39% somewhat influenced). By contrast, one-fifth (20%) of the Czech public do not take the Use By date into consideration when buying food – 15% are not very influenced by the data and 5% are definitely not influenced. Slightly more respondents consider the Best Before date to be unimportant, with just under one-quarter (24%) of the Czech public taking this view (of which 18% are not very influenced by this information and 6% are definitely not interested).

Figure 8: Choosing food according to the ‘Best Before’ and ‘Use By’ dates (%)¹⁸



Note: Only respondents who sometimes shop for food are included.

Source: Public Opinion Research Centre, Institute of Sociology, Academy of Sciences, Czech Society 16–29 June 2018, 1036 respondents over the age of 15, face-to-face interviews.

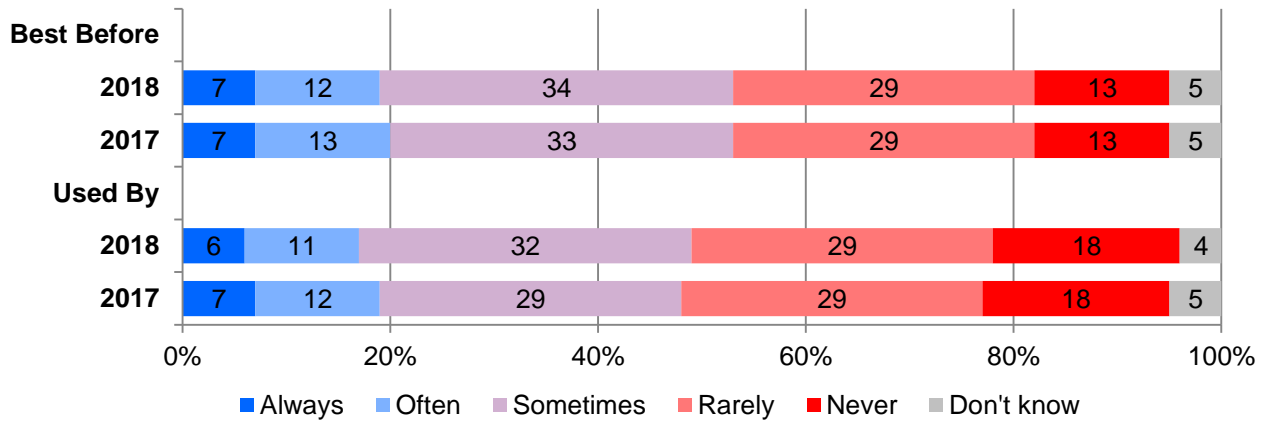
It is not surprising that people who believe that these labels mean the food is of good taste and quality and that it is safe to eat tend to assign greater importance to these labels. By contrast, these labels are not an important factor when shopping for food for those respondents who see these labels as a formality. Women take these labels into consideration (especially the Use By date) significantly more often than men, which may be due to the fact that women are also more often the ones who regularly do the shopping for the household. Checking Best Before and Expiration dates is also significantly more common among respondents with higher levels of education. Respondents who claim to waste the least amount of food also tend to check these dates more, while people who claim their household has a low standard of living tend to check these dates less.

More than one-half (53%) of respondents consume food beyond the Best Before date in their households; 7% ‘always’ consume such food items, more than one-tenth do so ‘often’ (12%), and approximately one-third ‘sometimes’ do so (34%). Approximately one-half (49%) of respondents consume food beyond its expiry (Use By) date (6% ‘always’, 11% ‘often’, and 32% ‘sometimes’). By contrast, 29% of respondents said they ‘rarely’ consume food after its Best Before or Use By dates. Just under one-fifth (18%) ‘never’ consume food after its Use By date and 13% ‘never’ consume food after its Best Before date (see Figure 8). In Figure 8 it is also possible to compare the current results with the results

¹⁸ The question read: ‘When you are buying food for your household do you make your choices based on their a) Best Before and b) Use By dates.’ Response options: definitely yes, somewhat, not much, definitely no.

from the last survey in June 2017. Nevertheless, as we can see, no statistically significant changes in the distribution of respondents occurred since last year.

Figure 9: Consumption of food after the 'Best Before' and 'Use By' dates (%)¹⁹



Source: Public Opinion Research Centre, Institute of Sociology, Czech Academy of Sciences, Czech Society 16–29 June 2018, 1078 respondents over the age of 15, face-to-face interviews.

¹⁹ The question read: 'Do you ordinarily consume food you have at home beyond the date give as the a) Best Before and b) Use By dates.' Response options: never, rarely, sometimes, often, always.

Technical parameters of the survey

<i>Research:</i>	<i>Czech Society, v18-06</i>
<i>Fielded by:</i>	<i>Public Opinion Research Centre, Institute of Sociology, Czech Academy of Sciences</i>
<i>Project:</i>	<i>Czech Society – Continuous Public Opinion Research Project of the Public Opinion Research Centre of the Institute of Sociology, Czech Academy of Sciences</i>
<i>Field survey dates:</i>	<i>16–29 June 2018</i>
<i>Sampling method:</i>	<i>Quota sampling</i>
<i>Quotas:</i>	<i>Region (NUTS 3 regions), size of place of residence, sex, age, education</i>
<i>Data source for quota sampling:</i>	<i>Czech Statistical Office</i>
<i>Representativeness:</i>	<i>Population of the Czech Republic over the age of 15</i>
<i>Number of responses:</i>	<i>1078</i>
<i>Number of interviewers:</i>	<i>240</i>
<i>Data collection method:</i>	<i>Face-to-face interviews conducted by interviewers with respondents – combined CAPI and PAPI</i>
<i>Research instrument:</i>	<i>Standardised questionnaire</i>
<i>Questions:</i>	<i>PL.7, PL.10, PL.13, PL.14, PL.27, PL.28, PL.29, PL.30, PL.31, PL.38, PL.39, PL.40</i>
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Glossary of terms:

A quota sample replicates the structure of the basic population of the study (in this case the population of the Czech Republic over the age of 15) by setting quotas for different parameters. In other words, a quota sample is based on the same proportion of persons with the selected characteristics. We used data from the Czech Statistical Office to create the quotas. In our surveys quotas are set for sex, age, education, region, and community size. The sample is thus selected so that the percentage of men and women in the sample corresponds to the share of men and women in each region of the CR. Similarly the sample reflects the corresponding shares of the population in individual regions in the CR, citizens in different age groups, people with different levels of education, and people in different sizes of communities.

A representative sample is a sample from the total population whose characteristics can be validly inferred to apply as the characteristics of the population overall. In our case this means that respondents were selected with a view to generalising the collected data as applicable to the population of the Czech Republic over the age of 15.

The Public Opinion Research Centre (CVVM) is a research department of the Institute of Sociology, Czech Academy of Sciences. Its history dates back to 1946, when the Czechoslovak Institute for Public Opinion Research began operating as part of the Ministry of Information. The current CVVM emerged in 2001 when its predecessor (IVVM) was transferred from the Czech Statistical Office to the Institute of Sociology. Its incorporation within an academic institution provides a guarantee of high professional standards and quality, and as part of an academic environment the CVVM is required to fulfil criteria that ensure it meets the highest professional standards. The CVVM's work is centred on the Czech Society research project, in the frame of which it examines public opinion by conducting ten surveys annually on a representative sample of the population aged 15 and over, with approximately 1000 respondents participating in each survey. The questionnaire's omnibus format makes it possible to cover a wide array of topics. Political, economic, and other generally social topics are regularly added to the survey. The surveys include both repeat questions, whereby it is possible to observe phenomena over time, and new topics that reflect current events. The long-term and continuous nature of this project focused on surveying public opinion is unique in the Czech Republic.

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