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Press release

Czech Public on Local Food – Food 2020

- Only three-tenths (30%) of the public in the Czech Republic were interested in the topic of local food, while the majority (69%) were rather not interested or not interested at all.
- The most important criterion, which, according to the Czech public should be met by the "local food" label, is the information about the place where it was produced (20%) and subsequently that it should be what is considered a quality food (16%).
- More than two-fifths (41%) of the respondents said that they bought local food at least sometimes, of which 1% bought it always, 12% often and 28% sometimes.
- When choosing between local food and organic food, more than two-fifths (42%) of people preferred local food and only one-twentieth (5%) preferred organic food. Another group which comprised of less than a third (31%) of the respondents stated that they did not deliberately look for either and on the contrary, about one-fifth (19%), cared for both of these characteristics.
- People most often bought local food in specialized shops (e.g. bakery, butcher shop) or in smaller shops.
- The most frequently purchased food of local origin included fruits and vegetables, as well as eggs and meat.
- More than three-fifths (62%) of the respondents would prefer local food, even if it was more expensive.
- Monthly household spending on local food was most often less than one thousand CZK.
- The majority (61%) of the Czech public believed that there was a shortage of local producers / farmers in the vicinity of their place of residence.
- From the range of local food, people lacked fruits and vegetables the most (25%), followed by meat, fish, sausages (17%) as well as milk and dairy products (15%).
- According to the absolute majority (91%) of the respondents, local food production should be supported.
- The respondents usually perceived support for local food production from the EU, the Czech Republic, the region and the micro-region as insufficient.
- According to the Czech public, the biggest problem for the development of production and sale of local food was cheap foreign competition (89%) as well as competition from large agricultural enterprises in the Czech Republic (80%).

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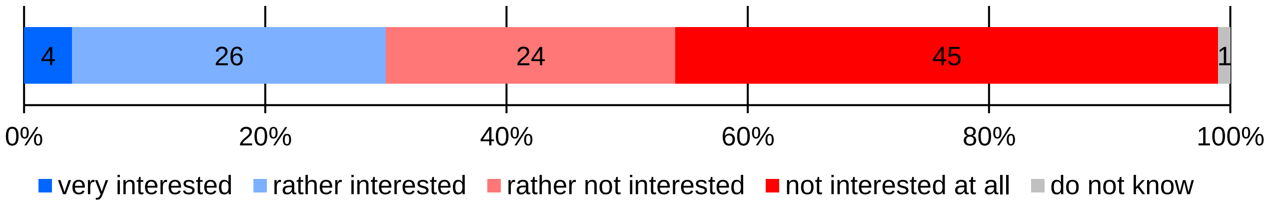
The CVVM also included a large block of questions concerning local food in the special Food 2020 research focused mainly on food waste, shopping, and consumer behaviour of Czech citizens. As part of the research we asked, for example, whether respondents were interested in the topic of local food, what requirements they thought the "local food" label should meet, whether they bought this food and if so, how often, where and why.

We also addressed the respondents' opinion on the availability of local food in their area of residence, obstacles that prevented them from buying this food more often or prevented them from supporting the production of local food from various territorial units. The responses to the above questions and many more are the subject of this press release.

First, we investigated the interest of the Czech public in the topic of local food.[1] As we can see from Chart 1, the majority of the Czech public (69%) were not interested in the topic of local food, of which 24% were "rather not interested" and 45% were "not interested at all". On the contrary, three-tenths (30%) of the respondents stated that they were interested in the topic of local food (4% were very interested, 26% were rather interested). The remaining insignificant 1% of the respondents to this question said that they "do not know".

Chart 1: Czech Public Interest in the Topic of Local Food (%)



Source: CVVM SOÚ AV ČR (Public Opinion Research Centre of the Institute of Sociology of the Czech Academy of Sciences) Food 15th - 31st August 2020; 979 respondents over 15 years old, personal interview.

A more detailed analysis has shown that interest in the topic of local food increases with increasing education and subjectively assessed standard of living of one's own household. The following groups of the respondents are significantly more often interested in the topic of local food: women (36% of women, 23% of men), respondents who consider food waste to be a big problem, respondents who throw away only a small amount of food in their household, those who are interested in organic food and always or often buy them, as well as people for whom the environmental impact of the production of the food they buy is important.

We asked all respondents, except for those who stated in the previous question that they are "not interested at all" in the topic of local food, what criteria they think the "local food" label should meet.[2] Respondents could choose from three responses in the offer or state another reason of their own. We received a total of 1,549 responses.

The most important criterion, which according to the Czech public should be met by the "local food" label, is the information about the place where it was produced (20%) and subsequently that it should be a quality food (16%). About one-tenth of the respondents described four more criteria as important. These are namely the possibility of buying food directly from the farmer, the guarantee of its origin being from the Czech Republic, knowledge of the farmer who produced the food (both 12%) and guarantee of the origin of the region (11%). The remaining three criteria (food beneficial to health, produced in an environmentally friendly manner and organic food) were not perceived by the Czech public as being too important for the food to be labelled as local (see Table 1).

[1] Question wording: "Are you personally interested in the topic of local food? You are very interested, you are rather interested, you are rather not interested, you are not interested at all. "
[2] Question wording: “What criteria do you think the "local food" label should meet? Please choose the 3 most important ones.” The specific options are listed in Table 1.

Table 1: Criteria for the "local food" label (only those who are to some extent interested in the topic of local food)

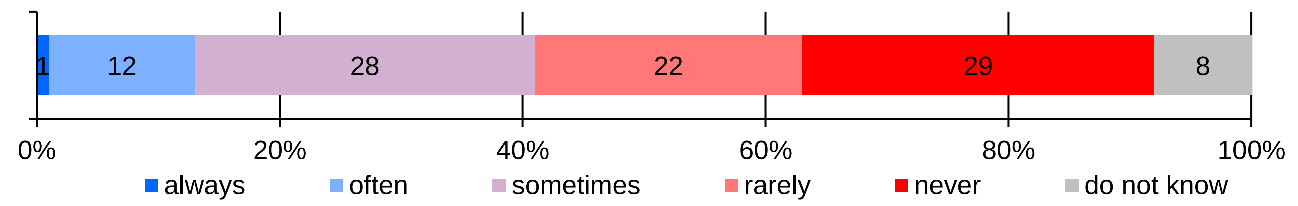
	Frequency	Percentage (%)
I know where it is produced (locality)	317	20
quality food	246	16
possibility of purchasing directly from the farmer	187	12
guaranteed country of origin - CR	185	12
I know the farmer who has produced it	180	12
guaranteed region of origin	177	11
the food is beneficial to health	92	6
produced in an environmentally friendly manner	91	6
BIO / organic (produced according to the principles of organic farming)	54	4
other reason	6	0
I do not know	14	1
Total	**1 549**	**100**

Source: CVVM SOÚ AV ČR (Public Opinion Research Centre of the Institute of Sociology of the Czech Academy of Sciences) Food 15th - 31st August 2020; 1,549 responses; 534 respondents over 15 years old, who are interested in the topic of local food to some extent, personal interview.

We also asked all respondents whether they buy local food.[3] More than two-fifths (41%) of the respondents said that they buy local food at least sometimes, of which 1% buy it always, 12% often and 28% sometimes; another more than one-fifth (22%) of the respondents admitted that they rarely buy local food. On the contrary, less than three-tenths (29%) of the respondents stated that they never buy local food. The remaining less than one-tenth (8%) of the respondents were unable to answer this question and chose the "I don't know" option.

Local food is more often purchased by women, people over 30 years old, people with university education, respondents declaring a good standard of living in their own household, right-wing people as well as households with children. i.e. those who see food waste as a major problem and for whom the environmental impact of the production of the food they buy is important, as well as people who do not eat a normal diet. At the same time, it is not surprising that people who are generally interested in the topic of local food buy it significantly more often than those who show no interested in this topic. The same applies to people who are interested in the topic of organic food and also buy it more often.

Chart 2: Frequency of Local Food Shopping (%)



Source: CVVM SOÚ AV ČR (Public Opinion Research Centre of the Institute of Sociology of the Czech Academy of Sciences) Food 15th - 31st August 2020; 979 respondents over 15 years old, personal interview

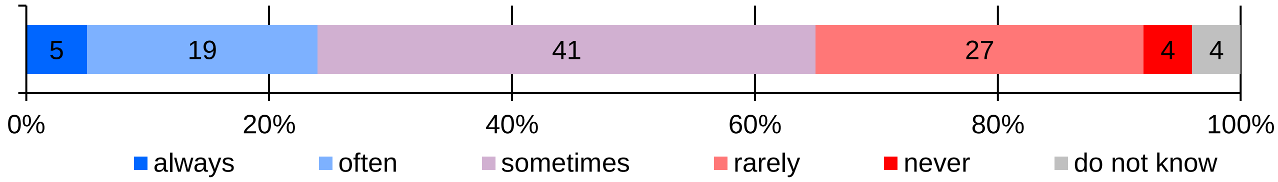
All other questions in our research and below in this press release were asked only to those who stated that they at least rarely buy local food (N = 613). The first question was how often these people preferred local food over the food that does not come from their region or vicinity when shopping. More than two-fifths (41%) of the respondents said that they preferred local food occasionally, less than a fifth (19%) often and one-twentieth (5%) always when shopping. On the contrary, more than a quarter (27%) of the respondents stated that they rarely preferred local food over the food that does not come from their region or vicinity and 4% never prefer it. The same share (i.e. 4%) of the respondents chose the "I don't know" response.

The analysis from the point of view of socio-demographic and other characteristics of the respondents showed that shopping for local food was more often preferred by people aged 20 to 44, respondents with secondary education and

[3] Question wording: "How often do you buy local food?" Always, often, sometimes, rarely, never.

a high school diploma or university education, as well as those interested in the local food and organic food topic and those who often bought it.

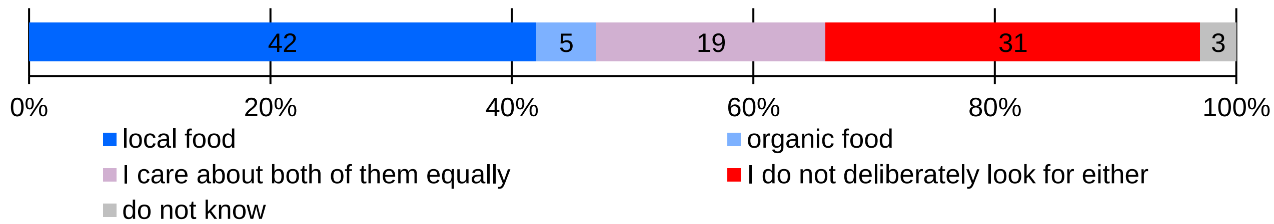
Chart 3: How often people preferred local food (%; only those who at least rarely bought local food) [4]



Source: CVVM SOÚ AV ČR (Public Opinion Research Centre, Institute of Sociology of the Czech Academy of Sciences) Food 15th - 31st August 2020; 613 respondents over 15 years old, who stated that they at least sometimes purchased local food, personal interview.

Since it turns out that people who are interested in the topic of local food and buy it are also more often interested and buy organic food, we were interested in what they prefer when shopping.[5] From the results in Chart 4, it is quite clear that the aspect of locality is more important for the Czech public, where more than two fifths (42%) of the respondents stated that they preferred local food and only one-twentieth (5%) organic food when shopping. Both aspects (locality and organic nature) are important for less than one-fifth (19%) of the respondents, while less than one-third (31%) of the respondents do not deliberately look for either when shopping. The remaining statistically insignificant 3% of the respondents were not sure about this question and chose the "do not know" option.

Chart 4: Do respondents prefer local or organic food? (%; only those who at least rarely bought local food)



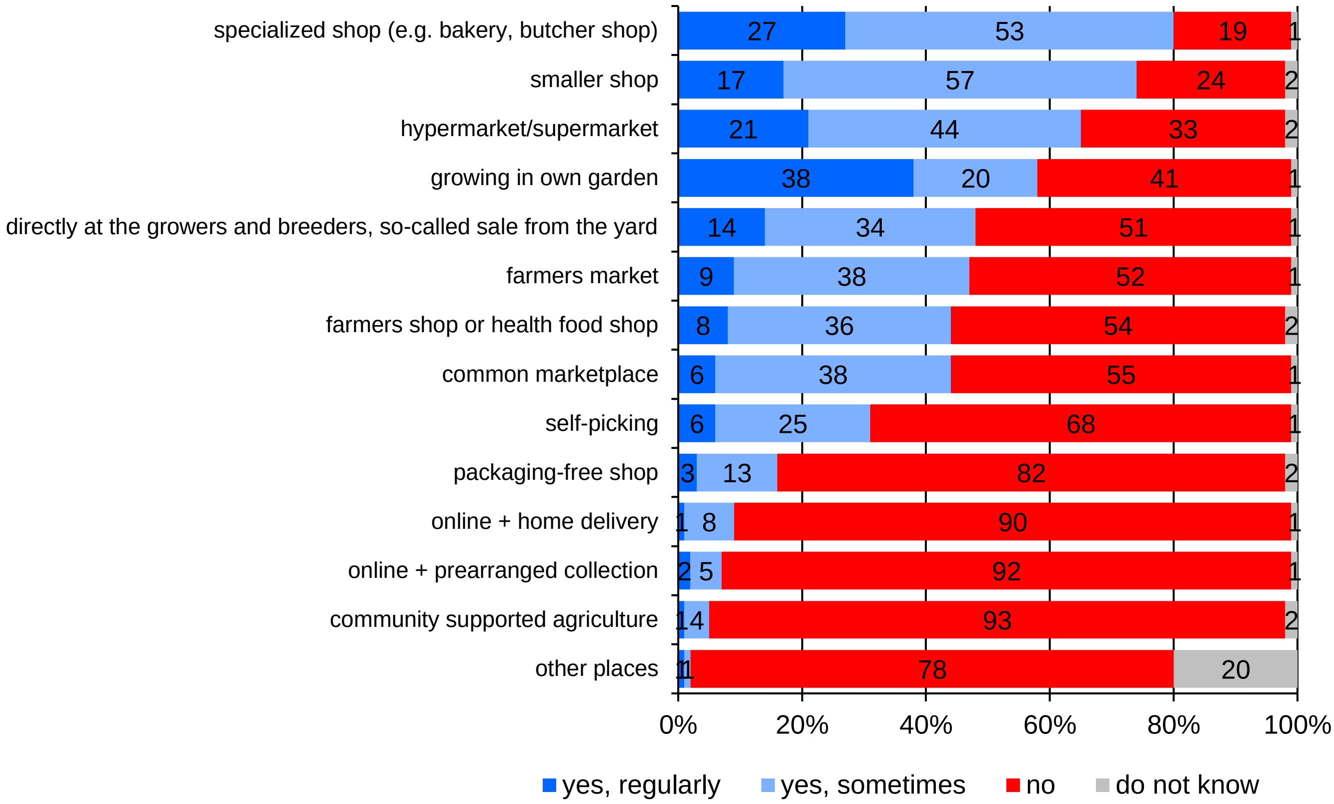
Source: CVVM SOÚ AV ČR (Public Opinion Research Centre, Institute of Sociology of the Czech Academy of Sciences) Food 15th - 31st August 2020; 613 respondents over 15 years old, who stated that they at least sometimes purchased local food, personal interview.

Subsequently, we asked where the respondents buy local food. Chart 5 shows that people buy local food relatively evenly in many different places. The most frequent is a special shop (e.g. bakery or butcher shop), where four-fifths (80%) of the respondents buy local food at least occasionally. The second most frequent place respondents mentioned was a smaller shop, where 74% of them shop at least occasionally. Approximately two thirds (65%) of the respondents buy local food at least occasionally in a hypermarket / supermarket. A relatively popular place or the way to get local food was for the respondents to grow it in their own garden (58%). Less than half of the respondents further stated that they at least occasionally buy local food directly from growers and breeders (48%), in a farmers' market (47%), in a farmers shop or health food shop and in a common market (both 44%). Less than a third (31%) of the respondents use self-picking as a form of buying local food at least occasionally. Other options for the purchase of local food (packaging-free shop 16%, online + home delivery 9%, online + pre-arranged collection 7%, community supported agriculture 5%) are used by people much less often. Other places that respondents had the opportunity to mention, most often included the following: from parents, acquaintances, relatives, neighbours or even friends.

[4] Question wording: “How often do you prefer local food over the food that does not come from your region or vicinity when shopping? Always, often, sometimes, rarely, never”

[5] Question wording: "Do you prefer local food or organic food when shopping?" Response variants: local food, organic food, I care equally for borh, I do not deliberately look for either

Chart 5: Places where the respondents bought local food (%; only those who at least rarely bought local food)[6]



Note: Items are listed in descending order of the sum of the "yes, regularly" and "yes, sometimes" responses.

Source: CVVM SOÚ AV ČR (Public Opinion Research Centre, Institute of Sociology of the Czech Academy of Sciences) Food 15th - 31st August 2020; 613 respondents over 15 years old, who stated that they at least sometimes purchased local food, personal interview.

The results of the answers to the question why people buy local food are shown in Table 2. Respondents could choose up to three main reasons from the offer or state another reason of their own. We received a total of 1,760 responses. From the results in the table, we can see that it is not possible to identify one main reason why the respondents buy local food because the individual reasons are almost equally important for people. The most common reasons are that local food is fresher (14%), tastier (13%) and that it has better quality (12%). For more than one-tenth (11%) of the respondents, the main reason for its purchase is the respondents' desire to support their own region or local farmers. Reasons related to personal health, in particular that local food is without chemical treatment and in its natural form, were stated as the main reasons by less than one-tenth of the respondents (9 and 8% respectively). The remaining options were mentioned as the main reason by a maximum of twenty respondents. As for other reasons, a many times repeated answer was that it was cheaper and that it enriches one's own diet.

[6] Question wording: "Do you buy local food in the following places? a) Hypermarket / supermarket, b) smaller shop, c) specialized shop (e.g. bakery, butcher shop), d) farmer's shop or health food shop, e) farmers' market, f) directly at growers and breeders, the so-called "sale from the yard", g) regular marketplace, h) packaging-free shop, i) online + home delivery (e.g. Rohlík.cz, Košík.cz), j) online + pre-arranged collection (e.g. Scuk), k) community supported agriculture), l) self-picking (i.e. personal picking at a certain place at a pre-arranged date), m) you grow it in your own garden, n) elsewhere." Response variants: yes, regularly; yes, sometimes; no.

Table 2: Reasons for buying local food (only those who at least rarely bought local food)

	Frequency	Percentage (%)
it is fresher	250	14
it tastes better	219	13
it has better quality	213	12
I want to support my own region	188	11
I want to support local farmers	185	11
it is without any chemical treatment	154	9
it is in its natural form	132	8
it is riper	86	5
there is a guarantee that the animals have been kept in good conditions	80	5
I want to live healthily	69	4
its production is more environmentally friendly	66	4
it is not genetically modified	53	3
people around me buy it	42	2
other reason	8	1
I do not know	15	1
Total	1 760	100

Source: CVVM SOÚ AV ČR (Public Opinion Research Centre of the Institute of Sociology of the Czech Academy of Sciences) Food 15th - 31st August 2020; 1,760 responses; 613 respondents over 15 years old, who stated that they at least sometimes purchased local food, personal interview.

We already know how often, where and why people buy local food, while we now only have to find out what or which food of local origin people buy most often.[7] The answer to this question can be found in Table 3. From food of local origin, people most often buy fruits and vegetables (23%), eggs (17%) and meat (16%). Other frequently purchased local food includes honey (14%), bakery products (13%), milk and dairy products (12%). From the local assortment, people least often buy processed food (canned, jams), cereals and legumes.

Table 3: Most frequently purchased local foods (only those who at least rarely bought local food)

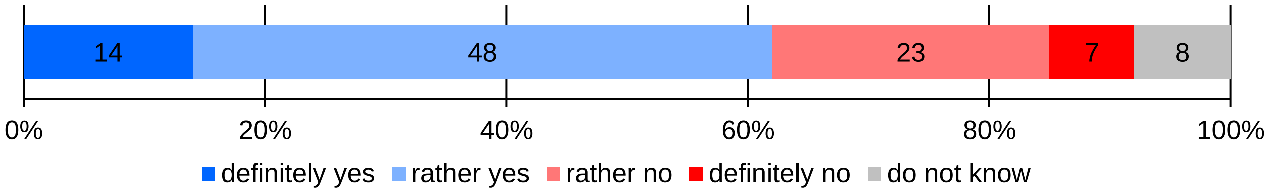
	Frequency	Percentage (%)
fruit and vegetables	411	23
eggs	301	17
meat	282	16
honey	249	14
baked goods	230	13
milk and dairy products	211	12
processed products (preserves, canned food)	32	2
cereals and legumes	19	1
other	8	1
I do not know	9	1
Total	**1 752**	**100**

Source: CVVM SOÚ AV ČR (Public Opinion Research Centre of the Institute of Sociology of the Czech Academy of Sciences) Food 15th - 31st August 2020; 1,752 responses; 613 respondents over 15 years old, who stated that they at least sometimes purchased local food, personal interview.

Local food may but does not have to be more expensive than food that does not come from the neighbourhood where the people live or from the Czech Republic in general. Within the research, we were interested in whether people would prefer local food when shopping, even if it was more expensive. 'The results clearly show (see Chart 6) that more than three-fifths (62%) of the respondents would prefer a local food, even if it was more expensive, of which 14% answered "definitely yes" and 48% answered "rather yes". On the other hand, three-tenths (30%) of the respondents would not prefer local food due to its higher price, of which 23% answered "rather not" and 7% answered "definitely not". Less than one-tenth (8%) of the respondents to this question "do not know".

[7] Question wording: "What food of local origin do you buy most often? You can select 3 possible responses." The specific options are listed in Table 3.

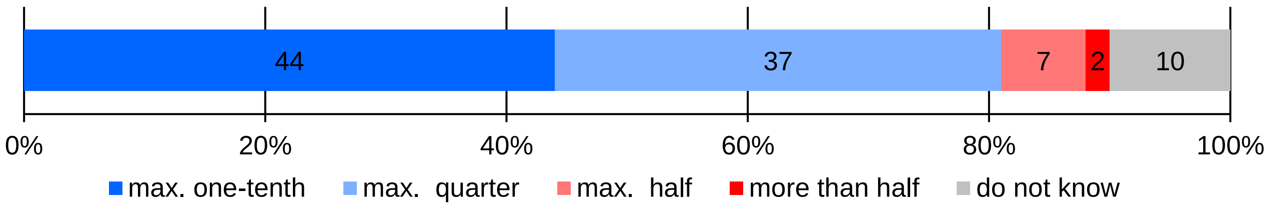
Chart 6: Would the respondent prefer local food despite a higher price (%; only those who at least rarely bought local food)



Source: CVVM SOÚ AV ČR (Public Opinion Research Centre, Institute of Sociology of the Czech Academy of Sciences) Food 15th - 31st August 2020; 613 respondents over 15 years old, who stated that they at least sometimes purchased local food, personal interview.

Subsequently, we asked those who in the previous question did not rule out that they would prefer local food despite its higher price, how much more they would be willing to pay for it.[8] More than two-fifths (44%) of the respondents said that they would be willing to buy local food if it was up to one-tenth more expensive, another less than two-fifths (37%) would buy it if it was up to a quarter more expensive, 7% of the respondents would be willing to pay up to one half more and 2% would be willing to pay even more. One-tenth (10%) of the respondents did not provide a specific answer and chose the "I don't know" option.

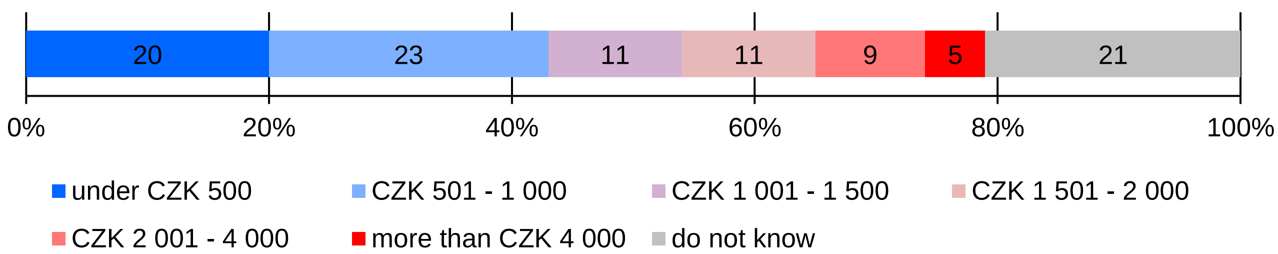
Chart 7: How much more was the respondent willing to pay for local food? (%, only those who at least rarely bought local food and who did not resolutely rule out buying it at a higher price)



Source: CVVM SOÚ AV ČR (Public Opinion Research Centre, Institute of Sociology of the Czech Academy of Sciences) Food 15th - 31st August 2020; 572 respondents over 15 years old, who stated that they at least sometimes purchased local food and who did not resolutely rule out buying it at a higher price, personal interview.

We also asked the respondents how much money their entire household spends on the purchase of local food per month.[9] From Chart 8, we can see that the monthly spending of households for the purchase of local food is most often up to one thousand CZK, 20% of the respondents stated that their household spent up to CZK 500 per month for local food and another 23% spent CZK 501 to 1,000. Approximately one-tenth of the respondents thought that they spent CZK 1,000 to 1,500 a month or CZK 1,501 to 2,000 (equally 11%) and CZK 2,001 to 4,000 (9%) a month for local food. Only one-twentieth (5%) of the respondents believed that they spent more than CZK 4,000 a month for local food. At the same time, a large part of the respondents could not or did not want to answer this question and therefore chose the "I don't know" option (21%).

Chart 8: Monthly spending of the whole household for local food (%; only those who at least rarely bought local food)



[8] Question wording: "Would you be willing to buy local food if it was more expensive by: up to one half, up to one quarter, more than half."
[9] Question wording: "How much money does your whole household spend on local food per month? Up to CZK 500; CZK 501 - 1,000, CZK 1,001 - 1,500, CZK 1,501 - 2,000, CZK 2,001 - 4,000; CZK 4,001 - 6,000; CZK 6,001 - 8,000; CZK 8,001 - 10,000; CZK 10,001 - 12,000; CZK 12,001 - 14,000; more than 14,000 CZK.

Source: CVVM SOÚ AV ČR (Public Opinion Research Centre, Institute of Sociology of the Czech Academy of Sciences) Food 15th - 31st August 2020; 613 respondents over 15 years old, who stated that they at least sometimes purchased local food, personal interview.

The supply and availability of local food is closely linked to where people live, as local food is not commonly available everywhere. If people want to shop and especially consume local food, they sometimes have to spend extra time and travel somewhere to buy this food. In this context, we were interested in how many kilometres from the area of residence people were willing to travel for personal collection of local food (see Table 4). Approximately one-seventh (15%) of the respondents stated that they were not willing to travel for the personal collection of local food. On the contrary, most respondents like to travel to personally collect local food, while they stated that the distance should ideally not exceed 20 km. Specifically, 12% of the respondents said they were willing to travel up to 5 km from their area of residence for local food, a quarter (25%) of them were willing to travel between 6 to 10 km, 11% from 11 to 15 km, while less than a fifth (17%) of the respondents would travel 16 to 20 km. Approximately one-seventh (14%) of the respondents stated that they were willing to travel more than 20 km for the personal collection of local food.

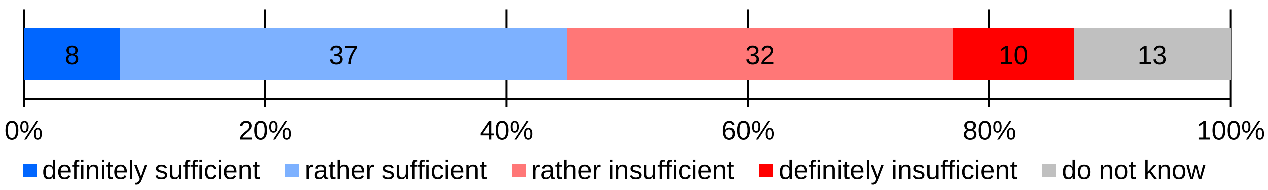
Table 4: Willingness to travel for the personal collection of local food (only those who at least rarely bought local food[10])

	Percentage (%)	Cumulative percentage (%)
under 5 km	12	12
6 to 10 km	25	37
11 to 15 km	11	48
16 to 20 km	17	65
more than 20 km	14	79
not willing to commute	15	94
do not know	6	100

Source: CVVM SOÚ AV ČR (Public Opinion Research Centre, Institute of Sociology of the Czech Academy of Sciences) Food 15th - 31st August 2020; 613 respondents over 15 years old, who stated that they at least sometimes purchased local food, personal interview.

In the following two questions, the respondents were asked to assess whether or not the supply of local food and the number of local producers / farmers in their area of residence and its vicinity were sufficient or not. As for the supply of local food (see Chart 9), the respondents do not have a clear opinion on its evaluation, as a comparable share stated that according to them it is sufficient (45%) and insufficient (42%). The remaining share (13%) of the respondents chose the "I don't know" option.

Chart 9: Evaluation of the offer of local food (only those who at least rarely bought local food) [11]

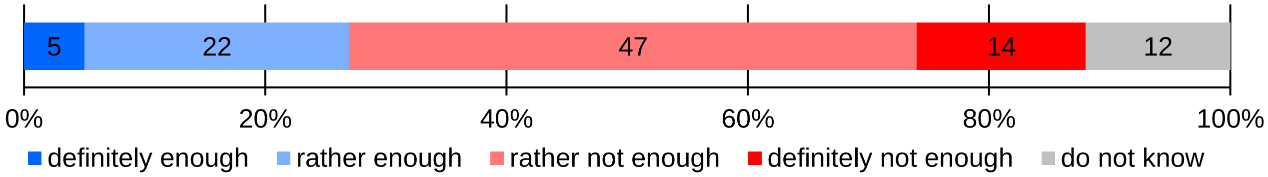


Source: CVVM SOÚ AV ČR (Public Opinion Research Centre, Institute of Sociology of the Czech Academy of Sciences) Food 15th - 31st August 2020; 613 respondents over 15 years old, who stated that they at least sometimes purchased local food, personal interview.

However, in the case of the number of local producers / farmers, the situation is clear (see Chart 10), as the majority (61%) of the respondents believed that there was a shortage in their area, with 47% thinking that their number is rather insufficient and 14% describing it as definitely insufficient. More than a quarter (27%) of the respondents expressed the opposite opinion, i.e. that they consider the number of local producers / farmers in their area to be sufficient (5% found it definitely sufficient, 22% found it rather sufficient). Just over a tenth (12%) of the respondents did not answer this question clearly and chose the "I don't know" option.

[10] Question wording: "How many km from your area of residence are you willing to travel for the personal collection of local food? Please state the number of km."
[11] Question wording: "How do you evaluate the offer of local food in your area of residence and its vicinity? In your opinion, is it: definitely sufficient, rather sufficient, rather insufficient, definitely insufficient.

Chart 10: Evaluation of the sufficiency or lack of farmers / local producers in the vicinity of the respondent's area of residence (only those who at least rarely bought local food)[12]



Source: CVVM SOÚ AV ČR (Public Opinion Research Centre, Institute of Sociology of the Czech Academy of Sciences) Food 15th - 31st August 2020; 613 respondents over 15 years old, who stated that they at least sometimes purchased local food, personal interview.

We also asked the respondents which assortment of local food they lack the most in their area of residence (see Table 5). It was an open question without predefined answer options, where the respondents could give a maximum of 2 answers. Because the answers were repeated frequently, we created a formula according to which we ranked the individual answers. We received a total of 911 responses. It turned out that from the range of local food, people lack mainly vegetables (25%), which is also the type of goods they buy most often. Quite often people also lack meat, fish, sausages (17%), as well as milk and dairy products (15%). Respondents mentioned other types of assortment significantly less often. Other answers, which appeared several times, included processed products, nuts, or beer.

Table 5: What assortment of local food do you miss? (only those who at least rarely bought local food)

	Frequency	Percentage (%)
fruit, vegetables	228	25
meat, fish, smoked meat products	155	17
milk and dairy products (yogurt, cheese, cottage cheese)	138	15
bakery products (baked goods, bread, pastry)	51	6
cereals, legumes	30	3
eggs	24	3
honey	23	2
preserves, canned fruit, jams	8	1
none	41	4
other	42	5
do not know	171	19
Total	**911**	**100**

Source: CVVM SOÚ AV ČR (Public Opinion Research Centre, Institute of Sociology of the Czech Academy of Sciences) Food 15th - 31st August 2020; 911 respondents over 15 years old, who stated that they at least sometimes purchased local food, personal interview.

In addition to the specific range of local food that respondents lack most in their area of residence, we also asked about the reasons or obstacles preventing them from buying local food more or more often.[13] Respondents could choose from three responses in the offer or state another reason of their own. We received a total of 1,540 responses. As we can see from the results in Table 6, the two main reasons that prevent respondents from buying local food more / more often are its unavailability (22%) and time (21%), which are very closely related because local food is often not available in the respondents' area of residence and they have to travel somewhere else for them, which takes extra time. The respondents also often mentioned the price of local food (16%), the need to adapt to the means of collection of the food and the complexity of the organization of purchasing (both 15%). We also get interesting information from other responses, where people quite often stated that they did not have enough information about local food, how to recognize it, where to find it, etc., while they also did not have a car (which corresponds to the above main reasons, i.e. unavailability and time).

[12] Question wording: "Do you think there is enough or a lack of farmers / local producers in your area?" Response variants: definitely enough, rather enough, rather not enough, definitely not enough.
[13] Question wording: "What prevents you from buying local food more / more often? Please select up to 3 responses. " The specific options are listed in Table 6.

Table 6: Reasons discouraging purchasing of local food (only those who at least rarely bought local food)

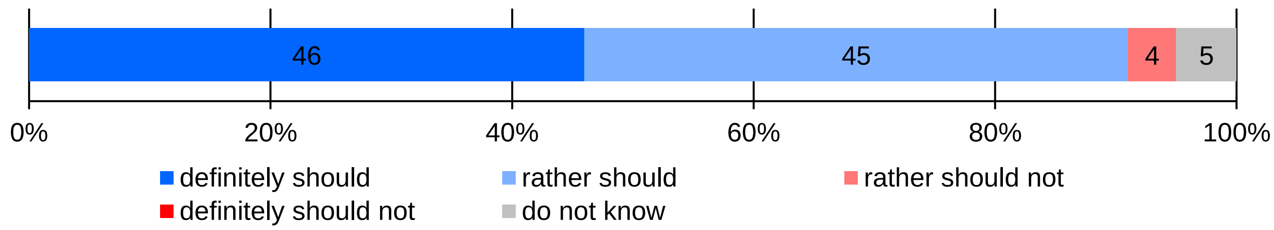
	Frequency	Percentage (%)
unavailability	331	22
time	314	21
price	244	16
the need to adapt to the purchasing possibilities	237	15
complexity of the purchasing organization (e.g. multi-place purchasing)	234	15
distrust of sellers	63	4
hygiene	37	2
nothing prevents from purchasing	46	3
other reason	22	1
do not know	13	1
Total	**1 540**	**100**

Source: CVVM SOÚ AV ČR (Public Opinion Research Centre of the Institute of Sociology of the Czech Academy of Sciences) Food 15th - 31st August 2020; 1,540 responses; 613 respondents over 15 years old, who stated that they at least sometimes purchased local food, personal interview.

In the remaining part of this press release, we will focus on the support of local food production, specifically whether or not this production should be supported according to the respondents, how sufficiently or insufficiently it is supported by various administrative units and what circumstances are problematic in the development of production and sales of local food according to the Czech public.

As for the general opinion of the respondents which were asked about the support for the production of local food (see Chart 11), the absolute majority (91%) is convinced that it should be supported (46% said it should definitely be supported and 45% said it should rather be supported). Only less than one-twentieth (4%) of the respondents believe that local food production should "rather not" be supported. The remaining one-twentieth (5%) of the respondents to this question "do not know".

Chart 11: The opinion on the support for local food production (%; only those who at least rarely bought local food)[14]



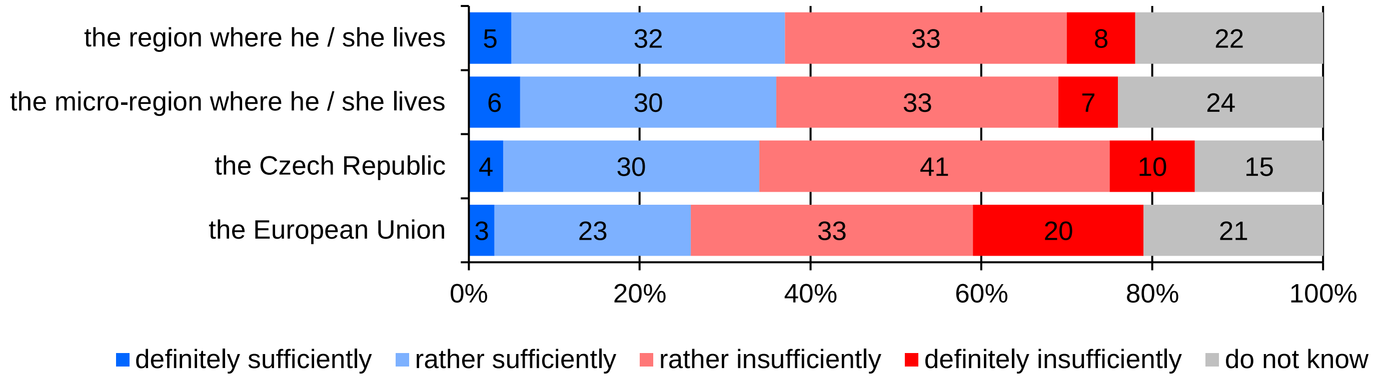
Source: CVVM SOÚ AV ČR (Public Opinion Research Centre, Institute of Sociology of the Czech Academy of Sciences) Food 15th - 31st August 2020; 613 respondents over 15 years old, who stated that they at least sometimes purchased local food, personal interview.

We also asked the respondents how they assessed the support for local food production from various territorial units, whether it seems sufficient or insufficient.[15] As we can see from Chart 12, in general, the opinion that support from all territorial units is insufficient prevails among the respondents. The best ranking was achieved by the support for local food production from the region (37% of the respondents perceived it as sufficient and 41% as insufficient) and the micro-region in which the respondents live (36% of the respondents perceived it as sufficient and 40% as insufficient). Approximately one third (34%) of the respondents perceived support from the Czech Republic as sufficient. However, more than half (51%) of the respondents considered it insufficient. More than half (53%) of the respondents also perceived the support for local food production from the European Union as insufficient but with a significantly lower share of the opposite opinion, i.e. that this support is sufficient (26%). Regarding this question, it should be mentioned that it was difficult for the respondents to answer it because a high proportion of them chose the "I don't know"

[14] Question wording: "Do you think that local food production should or should not be supported in some way?" Response variants: it definitely should, it rather should, it rather should not, it definitely should not.
[15] Question wording: In your opinion, how sufficiently or insufficiently is the production of local food supported by: a) the European Union, b) the Czech Republic, c) the region in which you live, d) the micro-region (association of municipalities) in which you live." Response variants: definitely sufficiently, rather sufficiently, rather insufficiently, definitely insufficiently.

response to all options (the proportion ranges from 15% in the Czech Republic to 24% in the micro-region in which they live).

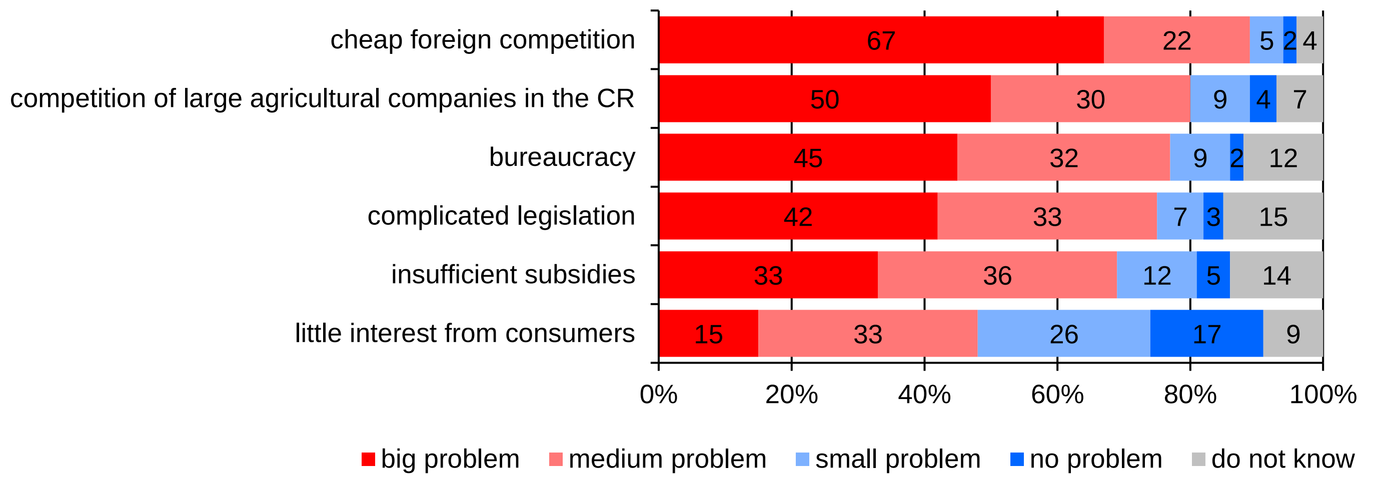
Chart 12: Evaluation of the support for local food production (%; only those who at least rarely bought local food)



Source: CVVM SOÚ AV ČR (Public Opinion Research Centre, Institute of Sociology of the Czech Academy of Sciences) Food 15th - 31st August 2020; 613 respondents over 15 years old, who stated that they at least sometimes purchased local food, personal interview.

The last question in our research was focused on the evaluation of the circumstances that may be problematic and thus discourage the development of production and sale of local food.[16] According to the respondents' opinions, the biggest problem is cheap foreign competition, which was described as a "big problem" by more than two-thirds (67%) of the respondents and another less than a quarter (22%) of them described it as a "medium problem"; competition from large agricultural enterprises in the Czech Republic is perceived as a big or medium problem by four-fifths (80%) of the respondents. Approximately three-quarters of the respondents see a large or medium problem for the development of production and sale of local food in bureaucracy (77%) and complicated legislation (75%). Insufficient subsidies were described as a big or medium problem by almost seven-tenths (69%) of the respondents; on the contrary, less than one-fifth (17%) of the respondents perceive insufficient subsidies as a small or no problem at all. According to the respondents, the least problem for the development of production and sale of local food is the small interest of consumers, which less than half (48%) of the respondents perceived as problematic and more than two-fifths (43%) as not problematic (see Chart 13).

Chart 13: Evaluation of problematic circumstances for the development of production and sale of local food (%; only those who at least rarely bought local food)



Source: CVVM SOÚ AV ČR (Public Opinion Research Centre, Institute of Sociology of the Czech Academy of Sciences) Food 15th - 31st August 2020; 613 respondents over 15 years old, who stated that they at least sometimes purchased local food, personal interview.

[16] Question wording: "To what extent do the following circumstances pose a problem for the development of local food production and sales? A) insufficient subsidies, b) bureaucracy, c) complicated legislation, d) cheap foreign competition, e) competition of large agricultural enterprises in the Czech Republic, f) little interest from consumers." Response variants: big problem, medium problem, small problem, no problem.

Technical Parameters of the Research

Research:	*Food 2020*
Implementer:	*Centrum pro výzkum veřejného mínění, Sociologický ústav AV ČR, v.v.i. (Public Opinion Research Centre of the Institute of Sociology of the Czech Academy of Sciences)*
Project:	*Strategy AV21 "Food for the Future"*
Date of field investigation:	*15th August - 31st August 2020*
Selection of respondents:	*Quota sampling*
Quotas	*Region (NUTS 3 areas), size of the area of residence, sex, age, education*
Data weighting:	*Education X NUTS 2, age X NUTS 2, sex X region, size of the area of residence X age, education X age*
Source data for quota sampling and data weighing:	*Czech Statistical Office*
Representative rate:	*Population of the CR, 15 years old and older*
Number of respondents:	*979*
Number of interviewers:	*161*
Data collection method:	*Personal interview of the interviewer with the respondent - a combination of CAPI and PAPI interviews*
Research tool:	*Standardized questionnaire*
Questions:	*PL.57, PL.58, PL.59, PL.60, PL.61, PL.62, PL.63, PL.64, PL.65, PL.66, PL.67, PL.68, PL.69, PL.70, PL.71, PL.72, PL.73, PL.74, PL.75*
Message code:	*OR201120*
Published on:	*20 November 2020*
Prepared by:	*Radka Hanzlová*

Dictionary of Terms:

Quota sampling - it mimics the structure of the basic set (in our case it is the population of the Czech Republic older than 15 years) by setting the size of selected parameters, the so-called "quotas". In other words, the quota selection is based on the same percentage of selected properties. We use data from the Czech Statistical Office to create the quotas. Our research sets quotas for gender, age, education, region and community size. The sample is therefore selected so that the percentage of e.g. men and women in the sample corresponds to the percentage of men and women in each region of the Czech Republic. Similarly, the percentage of the population of individual regions of the Czech Republic, citizens of different age categories, people with different levels of education and from differently sized municipalities is preserved.

A representative sample is such a sample from the whole population, from the characteristics of which it is possible to validly conclude the characteristics of the whole population. In our case, this means that the respondents are selected so that we can generalize the data to the population of the Czech Republic older than 15 years.

Data weighting - a way to increase the representativeness of the file with respect to selected characteristics of the population by assigning a weight to each respondent. The weights are generated using the iterative proportional weighing method and they range from 0.333 to 3.

Public Opinion Research Centre (CVVM) is the research department of the Institute of Sociology of the Czech Academy of Sciences (Sociologický ústav AV ČR, v.v.i.) 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 Centre was established in 2001 by transferring its predecessor (IVVM) from the Czech Statistical Office to the Institute of Sociology of the Czech Academy of Sciences. Incorporation into a scientific institution guarantees quality professional background and workplace credit; as a part of the academic environment, CVVM SOÚ AV ČR (Public Opinion Research Centre of the Institute of Sociology of the Czech Academy of Sciences) must meet all requirements and thus reach the highest professional level. The main task of the department is the "Our Society" research project, within which ten surveys are conducted annually. This is public opinion research on a representative sample of the Czech population from the age of 15, in which it is always participated in by approximately 1,000 respondents. The omnibus form of the questionnaire makes it possible to cover a wide range of topics and therefore political, economic and other general social issues are regularly included in the research. The research uses repeated questions, which makes it possible to monitor the development of the studied phenomena, as well as new topics that respond to current events. Due to its long-term and continuous nature, this scientific project of public opinion research is unique in the Czech Republic.

"The activity was supported by the AV21 Strategy of the Academy of Sciences within the "Food for the Future" research program. http://www.potravinyav21.cz/