



IBM EUROPE FOOD SUSTAINABILITY STUDY – SPAIN REPORT

DECEMBER 3 - 4, 2020

KEY FINDINGS

1. **Spanish respondents** overall and across all demographics are more likely to **prioritize the importance of health benefits over food provenance and sustainable sourcing when it comes to food.**
2. In 2020, **cost remains the primary reason holding Spanish adults back from eating more responsibly sourced food**, followed by a lack of reliable information on food sourcing. Baby Boomers in Spain are most likely to say that they are already eating responsibly sourced food, while younger generations are more likely to select cost as a barrier.
3. **Spanish adults are more likely to say fair treatment of food producers is a compelling reason to purchase sustainable food in 2020 (37%)** compared to 2019 (31%). Younger generations are more likely to say that the nutritional value of sustainable foods is a compelling reason to buy more, while older generations are more compelled by fair treatment of producers.
4. **A majority of Spanish respondents remain very concerned about food waste in both 2019 (87%) and 2020 (90%).** Women in Spain are 17 points more likely than men to be ‘very concerned’ about food waste; GenZers are less concerned than older generations.
5. **Spanish adults in 2020 are as likely as adults in 2019 to say that having food be traceable on blockchain would be valuable (82% vs 80%).** Women in Spain are more likely than men to say that their food being traceable on blockchain is ‘very valuable’, while GenZers are less likely than older adults to say so.
6. **Spanish adults are more likely to say that environmental sustainability is an important factor when purchasing their Christmas dinner in 2020 (75%) compared to 2019 (65%).** Spanish women (80%) and Baby Boomers (77%) are most likely to say environmental sustainability is a very large or somewhat large factor in their Christmas dinner shopping.
7. **Nearly half (47%) of Millennials in Spain report that they care more about sustainability as a result of the pandemic**, but a plurality across all other demographics are neither more nor less likely to care about the sustainability of their food as a result of the pandemic.

Methodology: This study was conducted by Morning Consult on behalf of IBM from December 3-4, 2020. The study was conducted among 1,475 Spanish adults. A previous version of this study was conducted from November 14-18, 2019 among 2,183 Spanish adults. The studies were conducted online and the data were stratified to match a target sample of adults in each country on age and gender, then weighted based on age, gender, race, and education level.

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INTEREST IN FOOD
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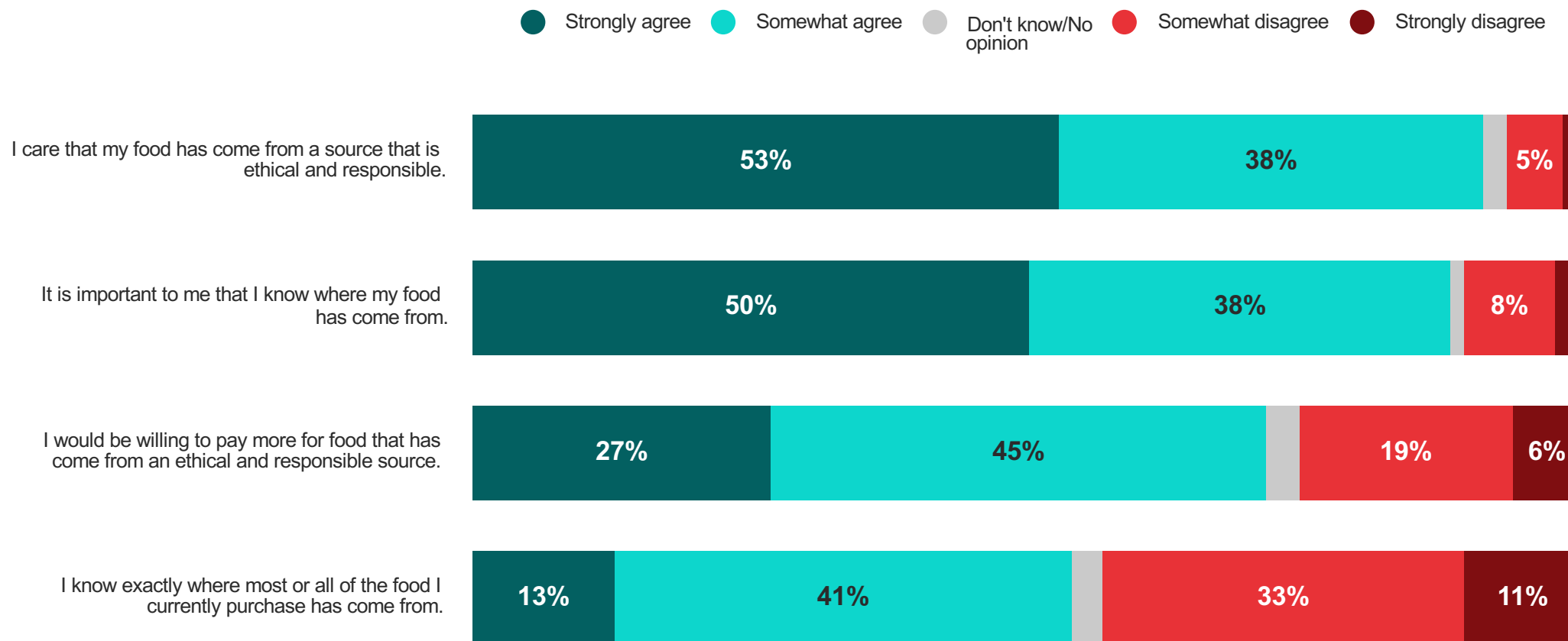
CONCERNS WITH FOOD
WASTE



GENERAL ATTITUDES TOWARDS FOOD RESPONSIBILITY

Adults in Spain place the most importance on knowing where their food has come from (88%) and that the source is ethical and responsible (91%)

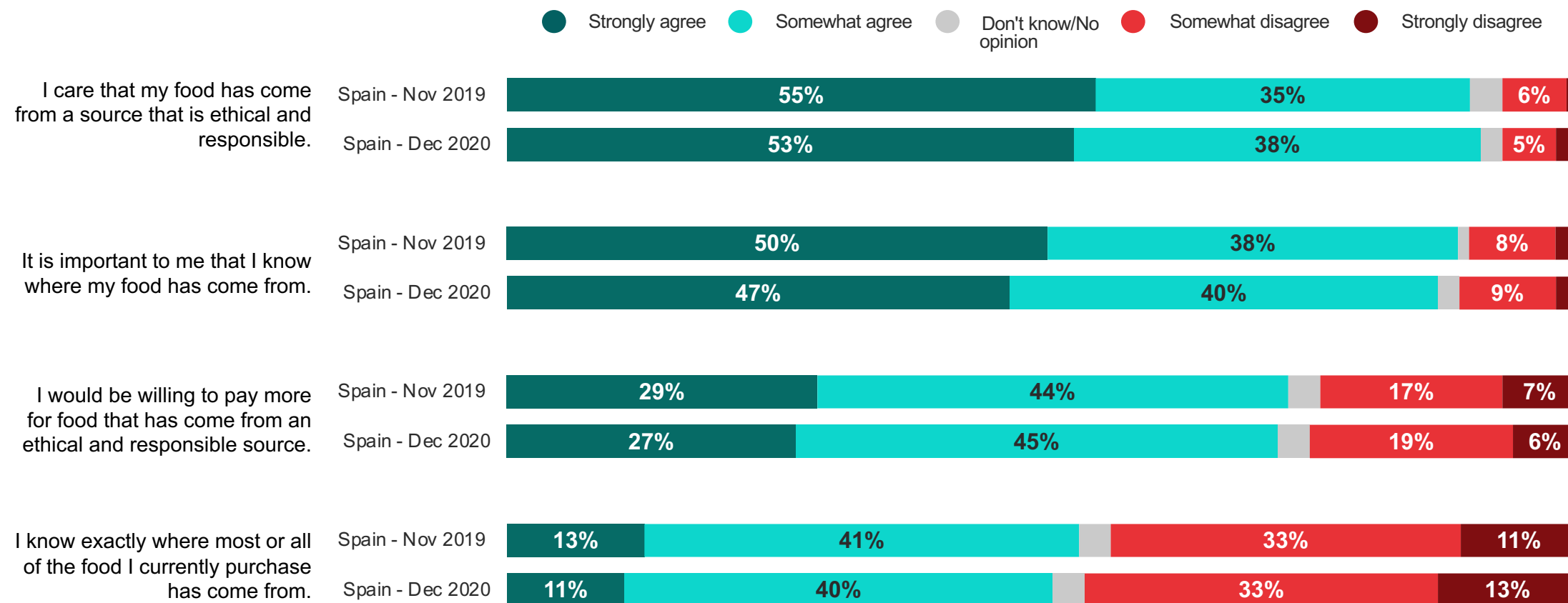
How far do you agree or disagree with the following statements?



GENERAL ATTITUDES TOWARDS FOOD RESPONSIBILITY

Spanish adults are similarly likely to care that their food is ethically sourced and that they know where it comes from in 2020 as they were in 2019

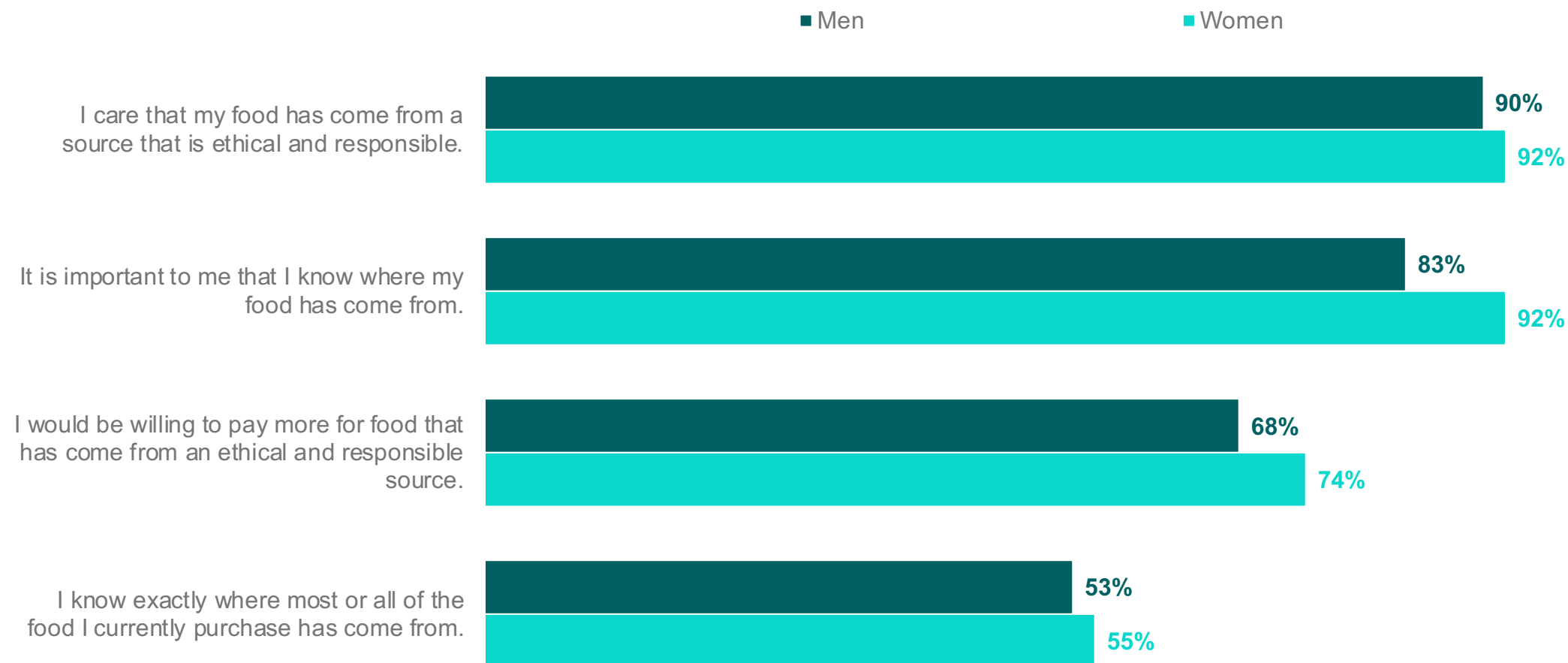
How far do you agree or disagree with the following statements?



GENERAL ATTITUDES TOWARDS FOOD RESPONSIBILITY

Knowing where their food has come from is especially important to Spanish women (+9)

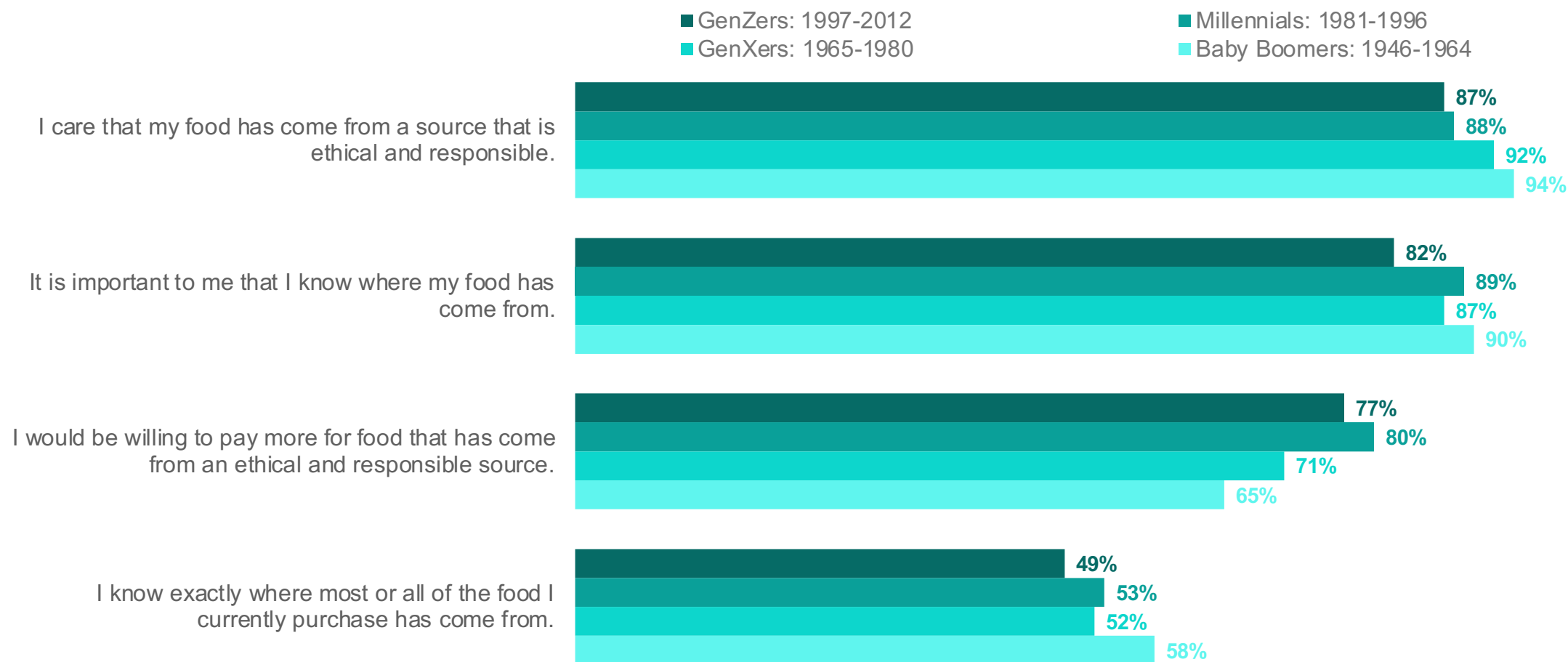
How far do you agree or disagree with the following statements? [**Strongly Agree + Somewhat Agree**]



GENERAL ATTITUDES TOWARDS FOOD RESPONSIBILITY

Older generations in Spain are more likely to care that their food has come from an ethical source, but younger generations are more willing to pay more for ethically sourced food

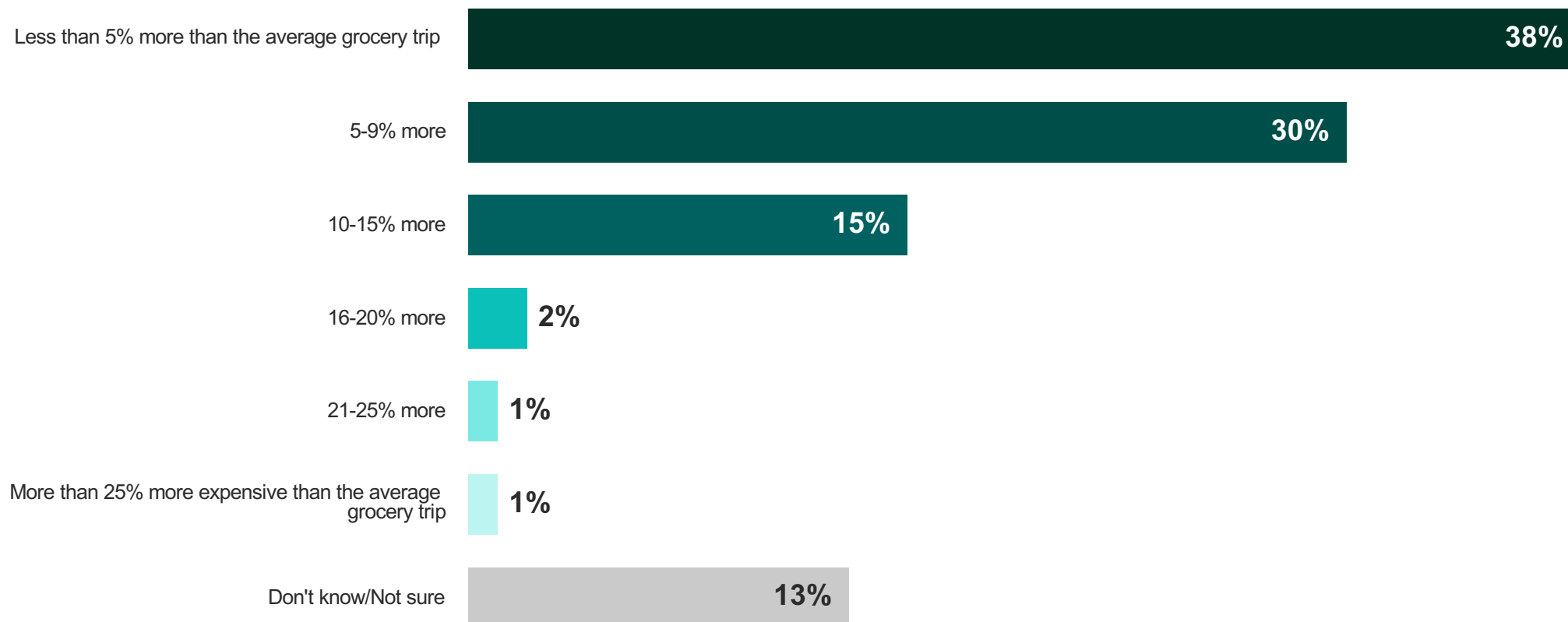
How far do you agree or disagree with the following statements? [**Strongly Agree + Somewhat Agree**]



GENERAL ATTITUDES TOWARDS FOOD RESPONSIBILITY

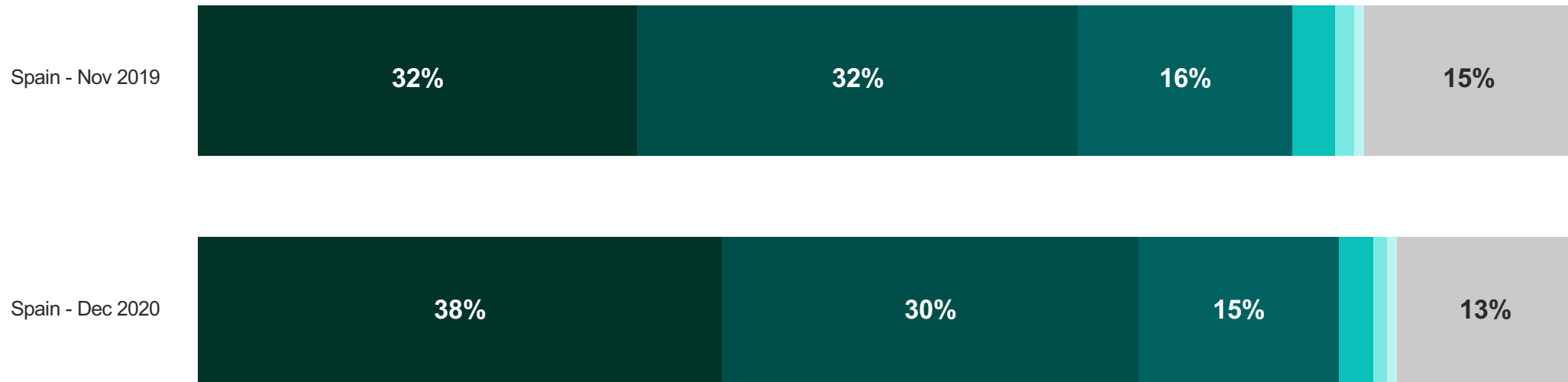
Over a third (38%) of Spanish respondents would only be willing to pay up to 5% more than usual and most wouldn't pay more than 10% more

You mentioned you agree that you would be willing to pay more for food that has come from a sustainable source. Compared to your average grocery shop, how much more would you be willing to pay if you could guarantee that your food was coming from a sustainable source?



Spanish adults are less willing to spend more in 2020 for sustainably sourced food than in 2019

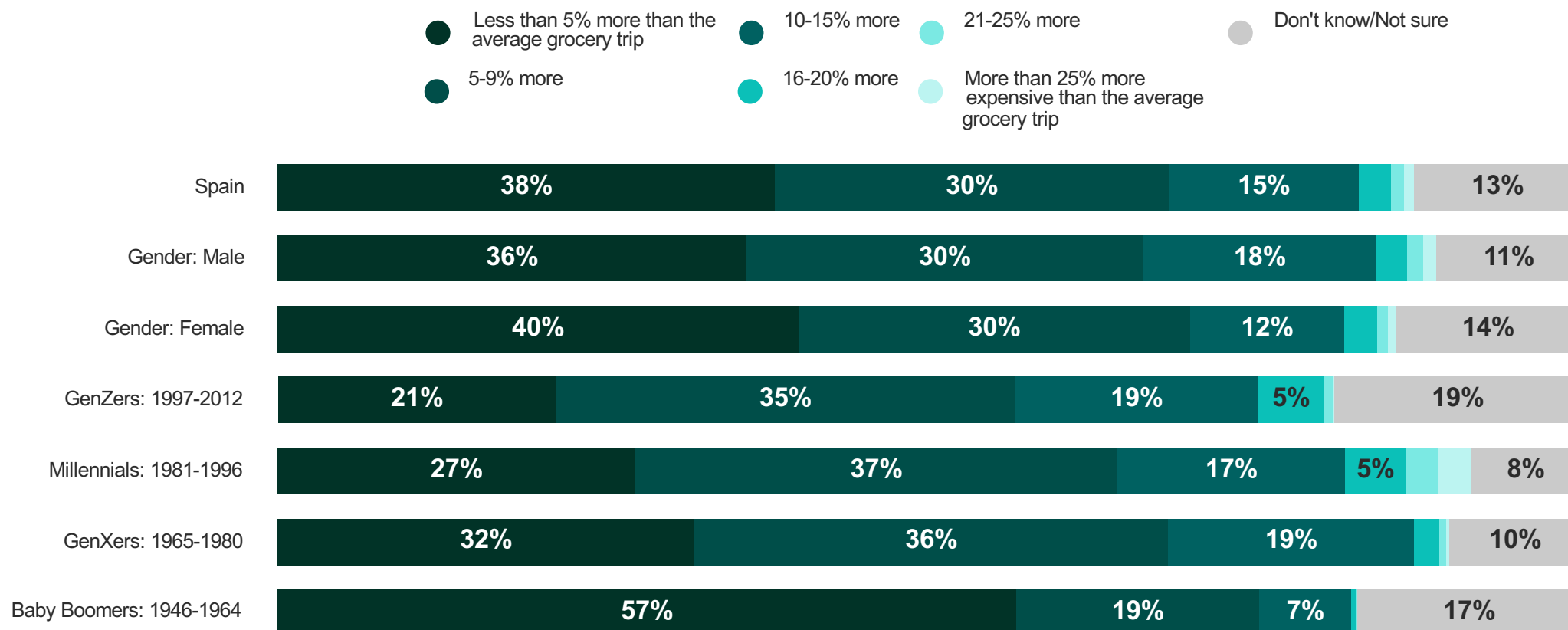
You mentioned you agree that you would be willing to pay more for food that has come from a sustainable source. Compared to your average grocery shop, how much more would you be willing to pay if you could guarantee that your food was coming from a sustainable source?



GENERAL ATTITUDES TOWARDS FOOD RESPONSIBILITY

Younger generation Spanish respondents are willing to pay more than older generations for sustainably sourced food

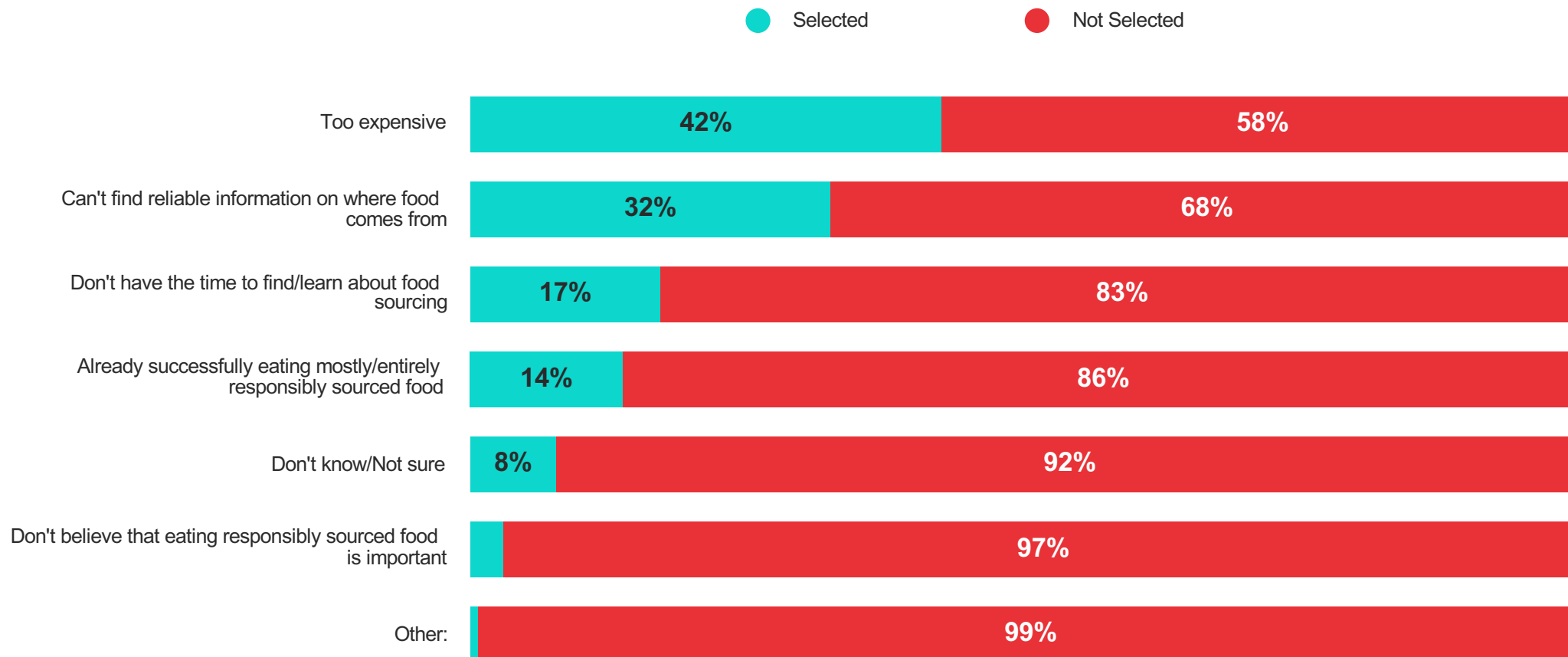
You mentioned you agree that you would be willing to pay more for food that has come from a sustainable source. Compared to your average grocery shop, how much more would you be willing to pay if you could guarantee that your food was coming from a sustainable source?



GENERAL ATTITUDES TOWARDS FOOD RESPONSIBILITY

Cost is the primary reason holding Spanish adults back from eating more responsibly sourced food, followed by a lack of reliable information on food sourcing

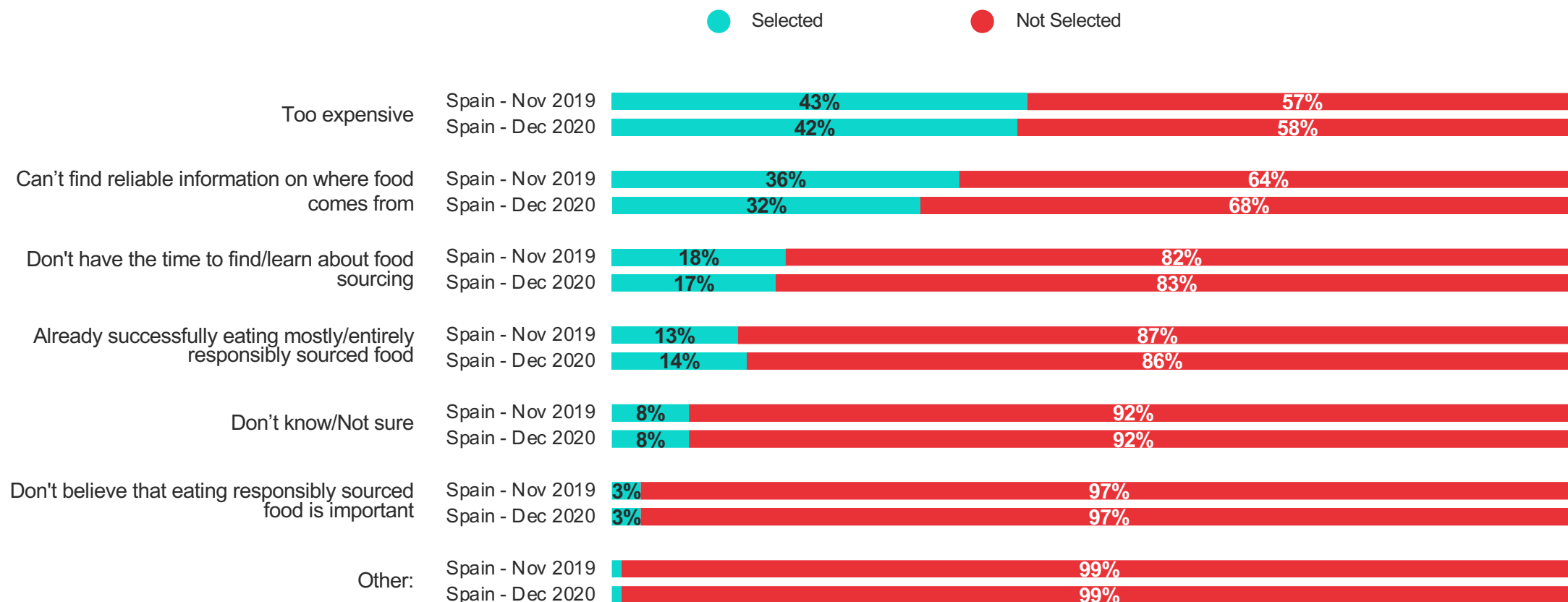
What, if anything, is holding you back from eating more responsibly sourced food? Select all that apply.



GENERAL ATTITUDES TOWARDS FOOD RESPONSIBILITY

Adults in Spain are similarly likely to say that cost is the greatest barrier to eating responsibly sourced food this year compared to last year

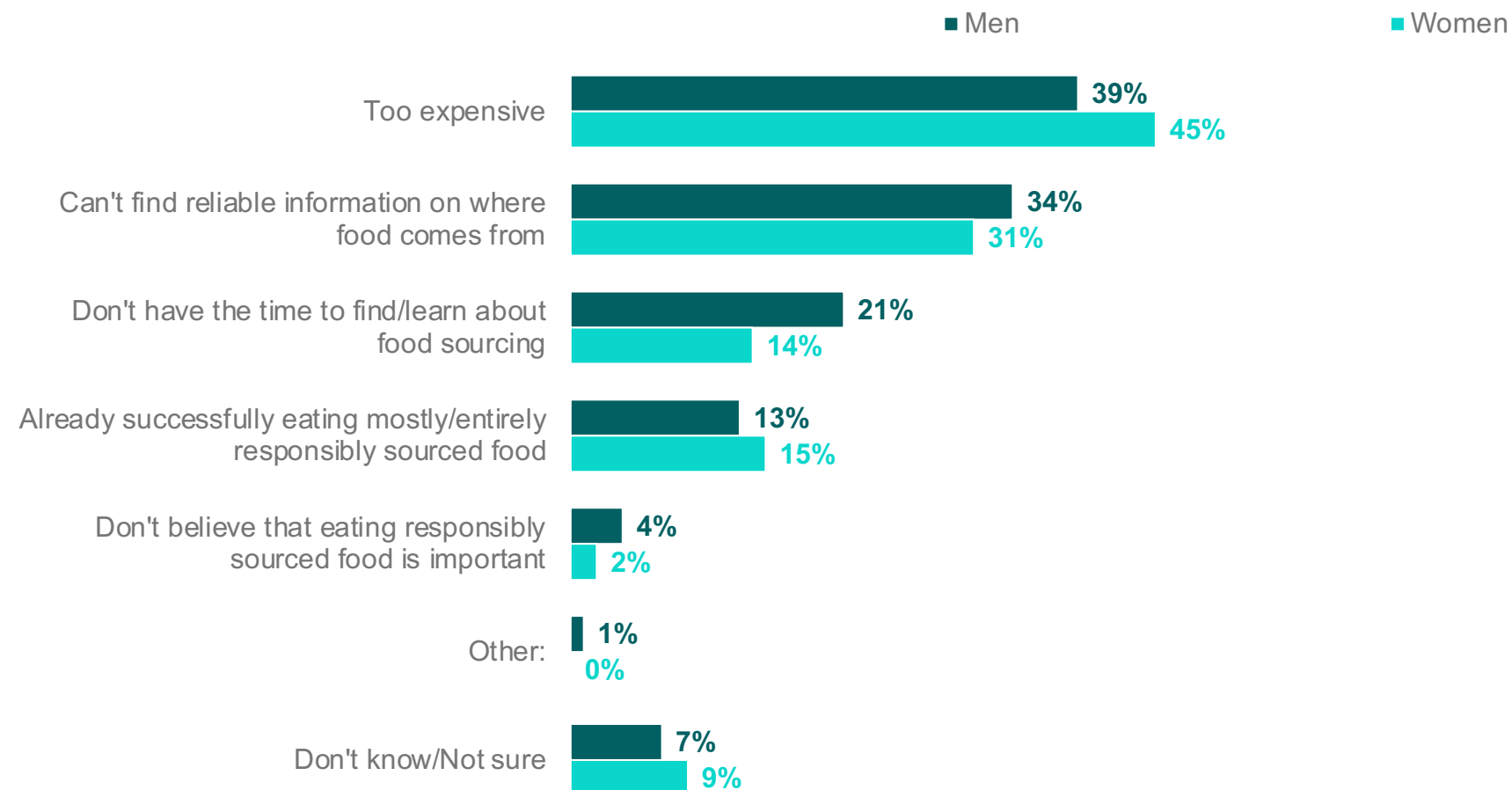
What, if anything, is holding you back from eating more responsibly sourced food? Select all that apply.



GENERAL ATTITUDES TOWARDS FOOD RESPONSIBILITY

Cost is the greatest barrier to eating responsibly sourced food for both men and women; men are more likely than women to cite a lack of time as a barrier

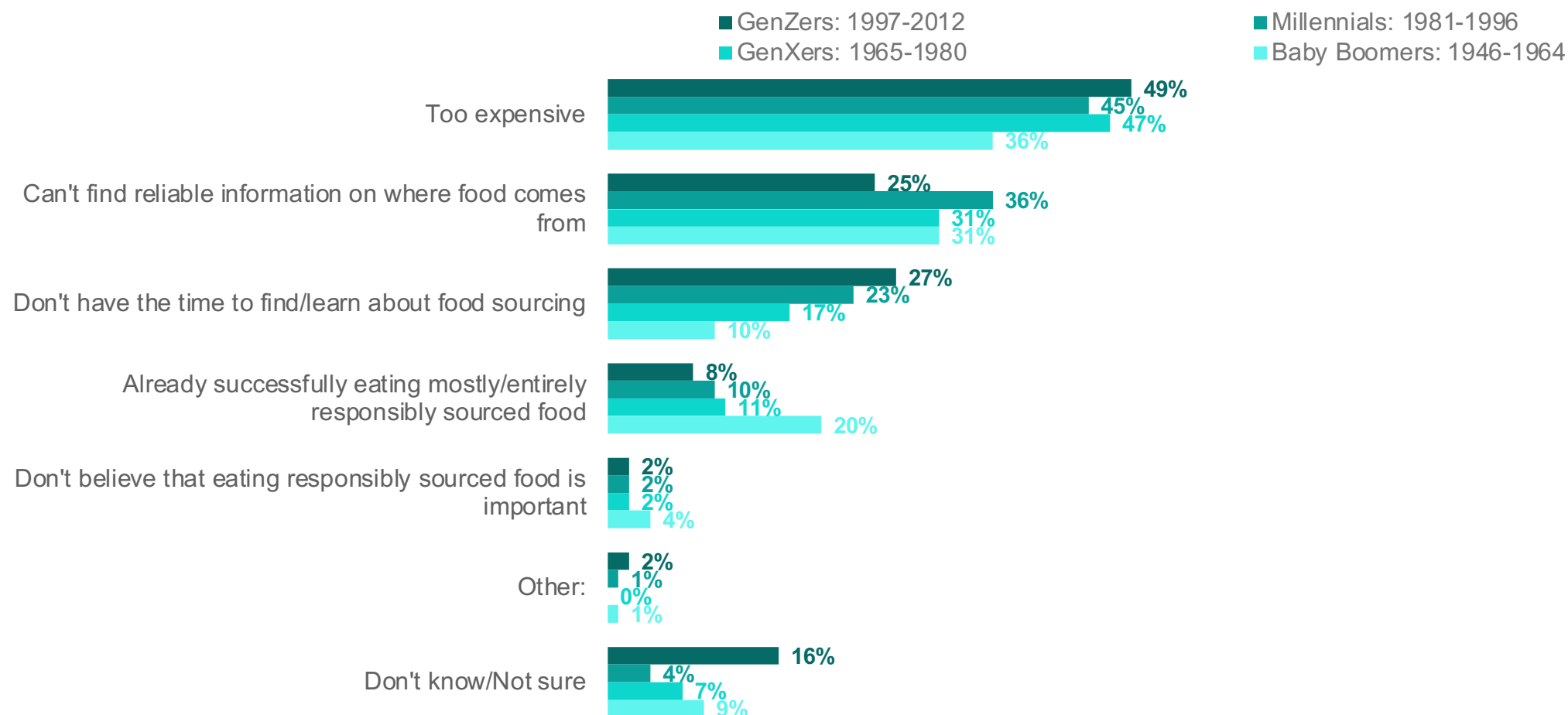
What, if anything, is holding you back from eating more responsibly sourced food? Select all that apply. **[Selected]**



GENERAL ATTITUDES TOWARDS FOOD RESPONSIBILITY

Baby Boomers in Spain are most likely to say that they are already eating responsibly sourced food, while younger generations are more likely to select cost as a barrier

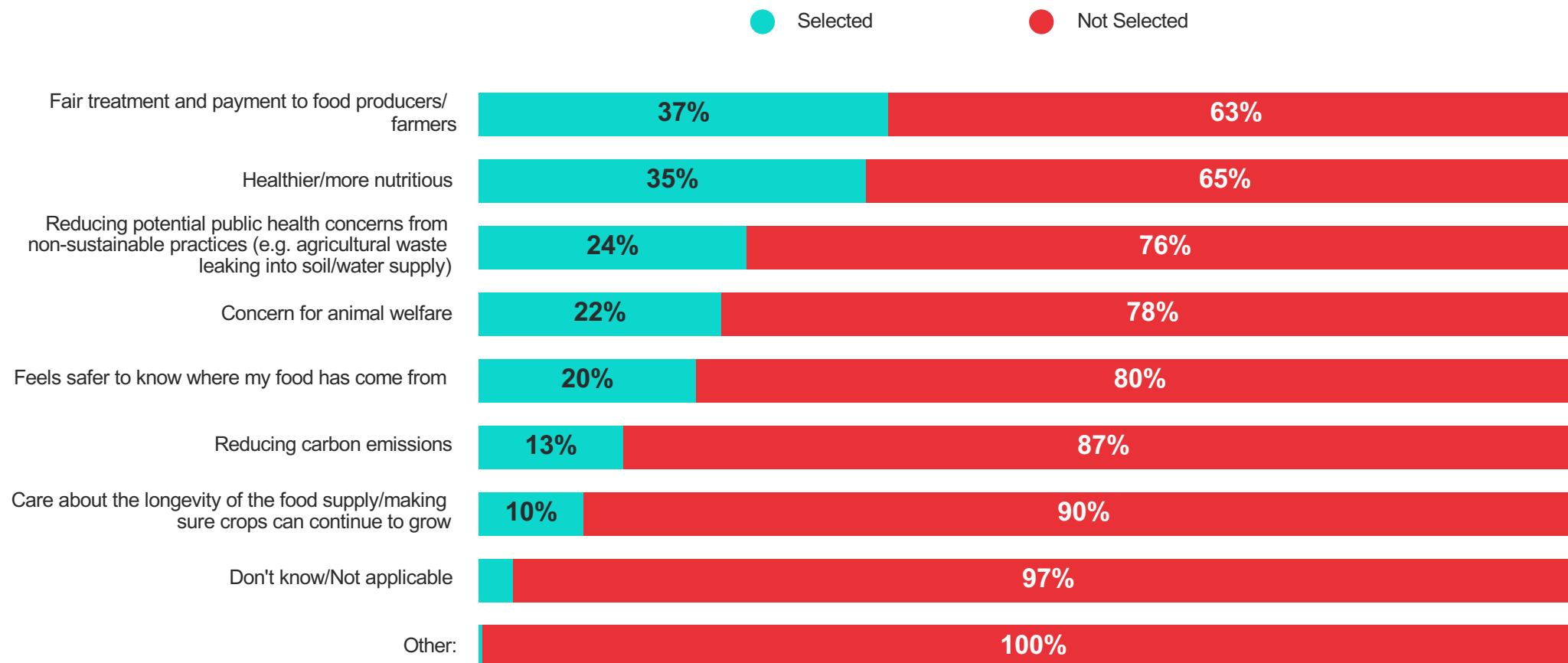
What, if anything, is holding you back from eating more responsibly sourced food? Select all that apply. **[Selected]**



GENERAL ATTITUDES TOWARDS FOOD RESPONSIBILITY

Fair treatment of food producers and the nutritional value of food are the most compelling reasons for Spanish adults to eat or buy more sustainable food

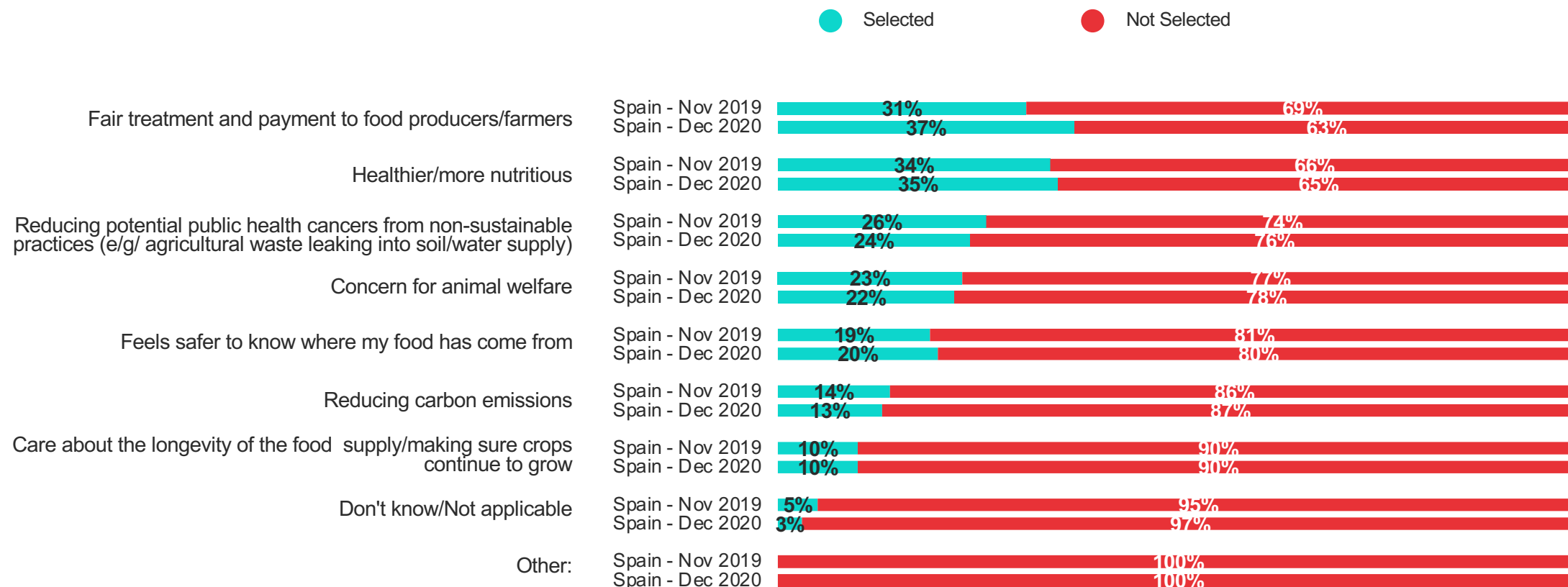
What reasons do you find most compelling when it comes to the decision to eat and/or buy more sustainable food? Select no more than two.



GENERAL ATTITUDES TOWARDS FOOD RESPONSIBILITY

Spanish adults are more likely to say fair treatment of food producers is a compelling reason to purchase sustainable food in 2020 (37%) compared to 2019 (+6)

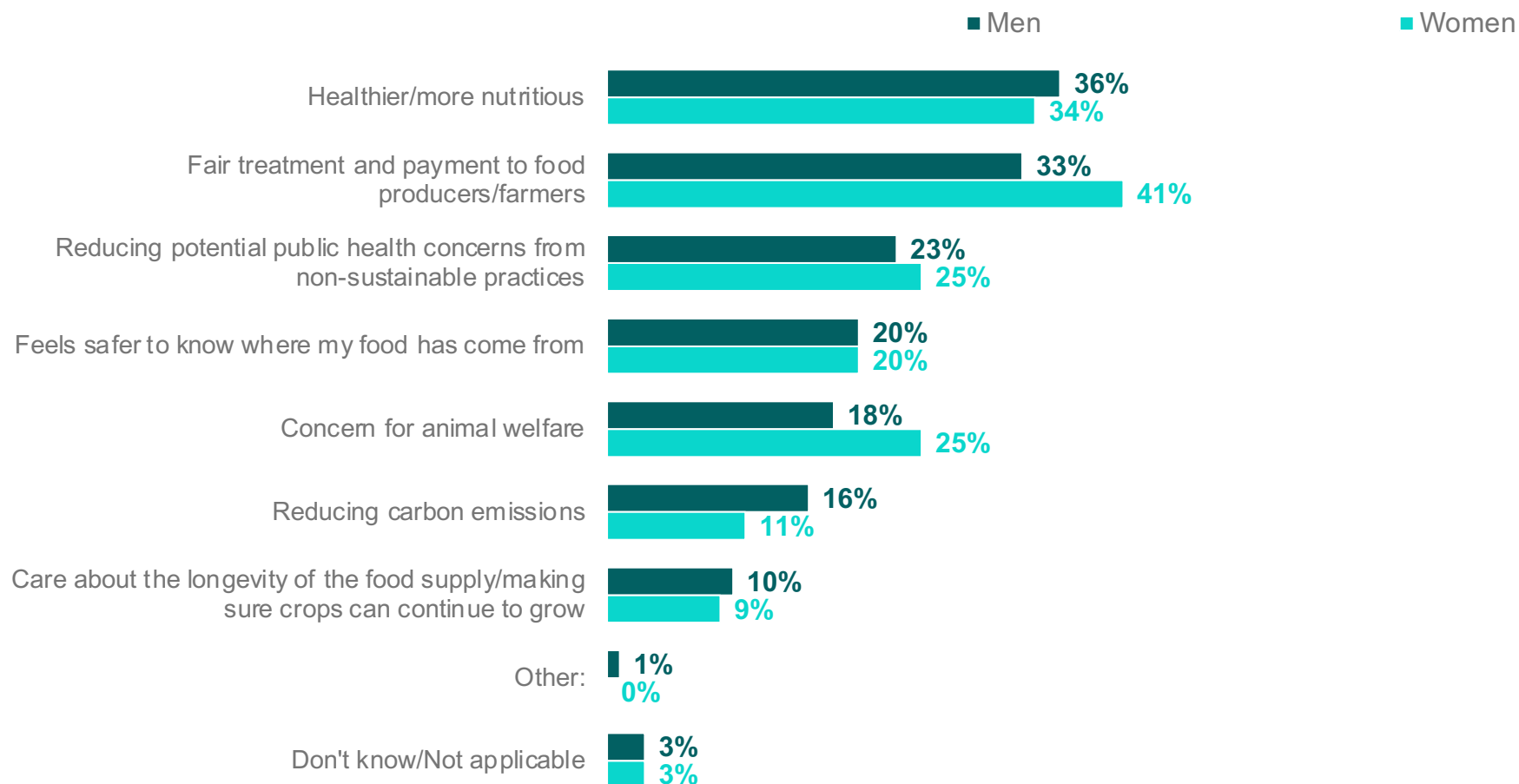
What reasons do you find most compelling when it comes to the decision to eat and/or buy more sustainable food? Select no more than two.



GENERAL ATTITUDES TOWARDS FOOD RESPONSIBILITY

Spanish women are more likely than men to view the fair treatment of food producers and animal welfare as compelling reasons to buy more sustainable food

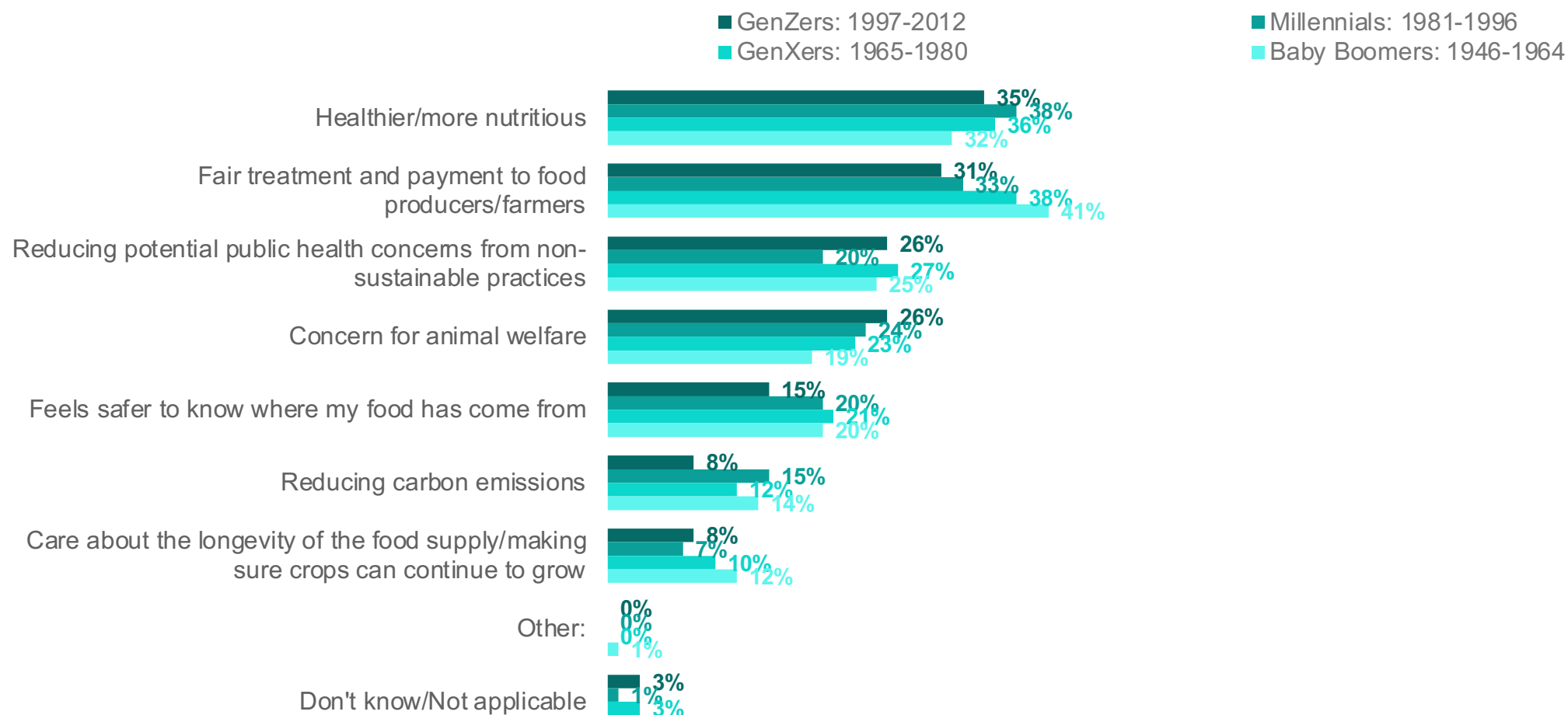
What reasons do you find most compelling when it comes to the decision to eat and/or buy more sustainable food? Select no more than two. **[Selected]**



GENERAL ATTITUDES TOWARDS FOOD RESPONSIBILITY

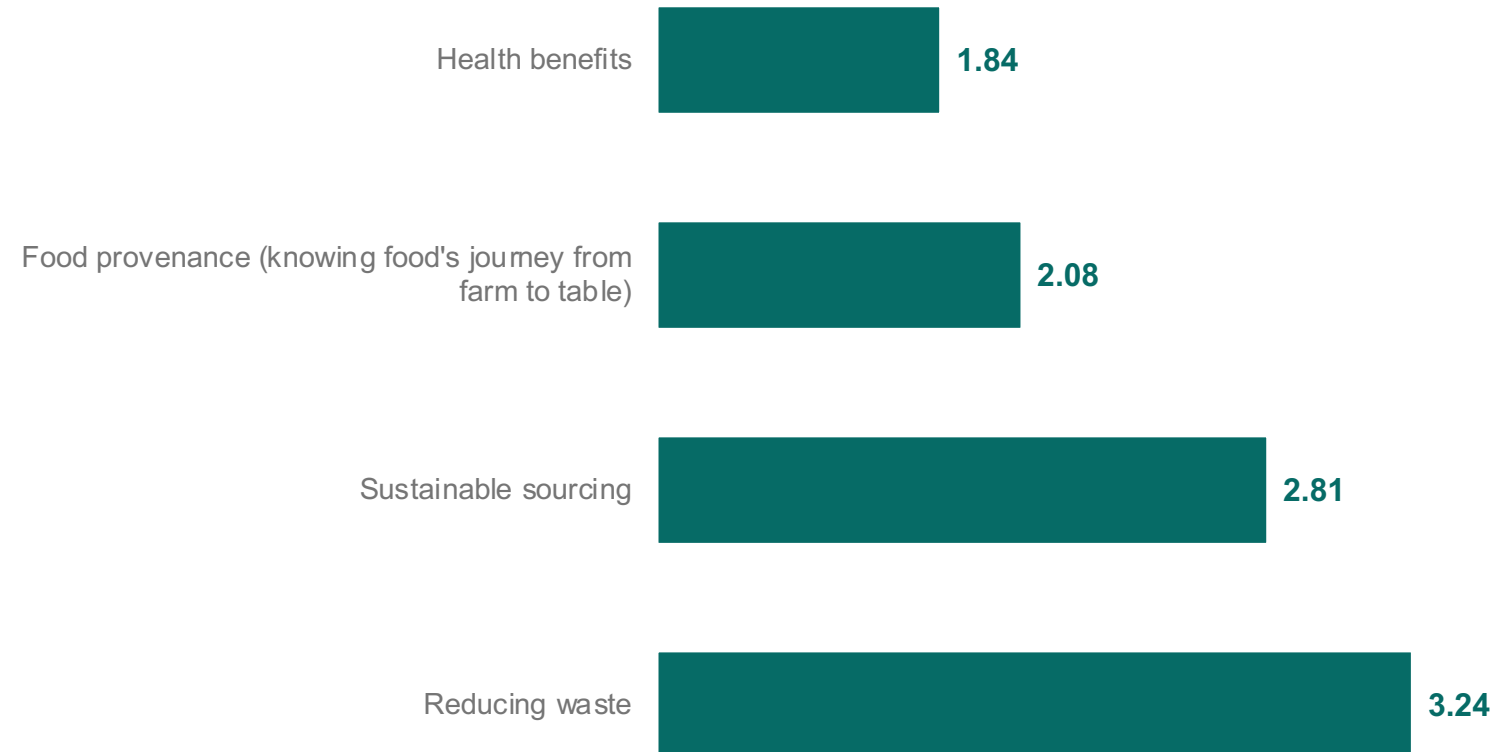
Younger generations are more likely to say that the nutritional value of sustainable foods is a compelling reason to buy more, while older generations are more compelled by fair treatment of producers

What reasons do you find most compelling when it comes to the decision to eat and/or buy more sustainable food? Select no more than two. **[Selected]**



Spanish adults are most likely to rank health benefits as most important when it comes to food

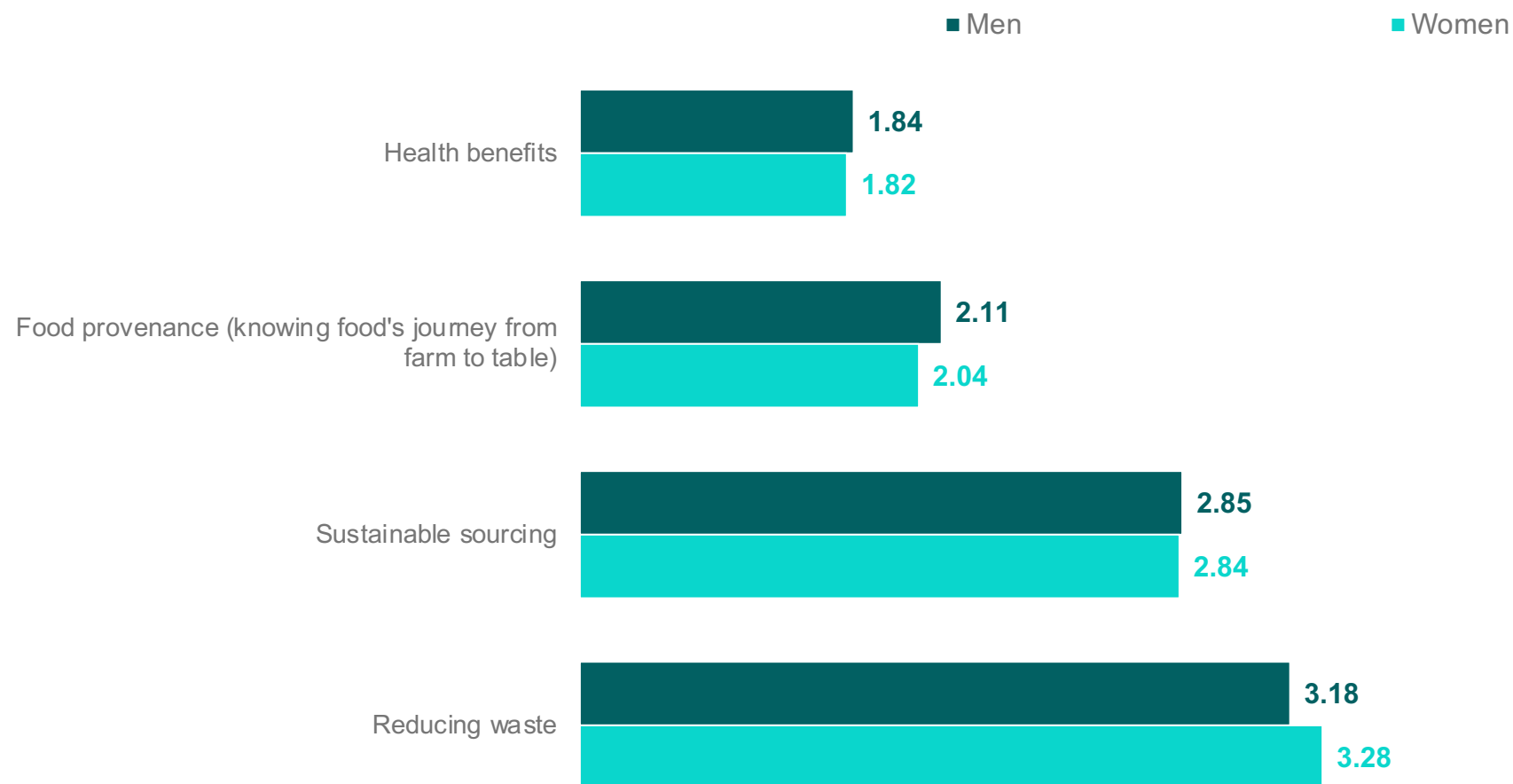
Rank these in order of what would you consider most important when it comes to food: **[Average Rank]**



GENERAL ATTITUDES TOWARDS FOOD RESPONSIBILITY

Both Spanish men and women rank health benefits as the most important consideration when it comes to food

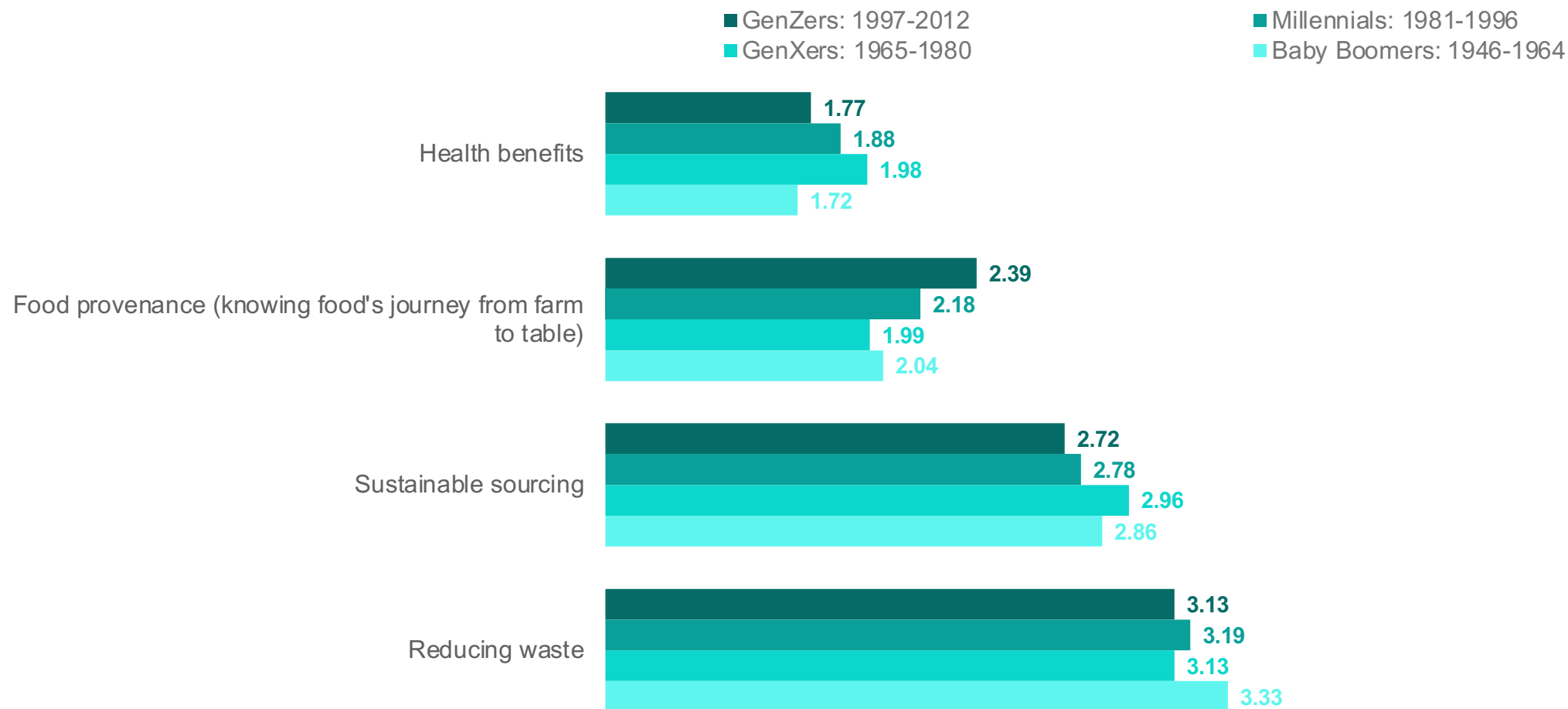
Rank these in order of what would you consider most important when it comes to food: **[Average Rank]**



GENERAL ATTITUDES TOWARDS FOOD RESPONSIBILITY

Spanish adults across all generations rank health benefits as most important when it comes to food

Rank these in order of what would you consider most important when it comes to food: **[Average Rank]**



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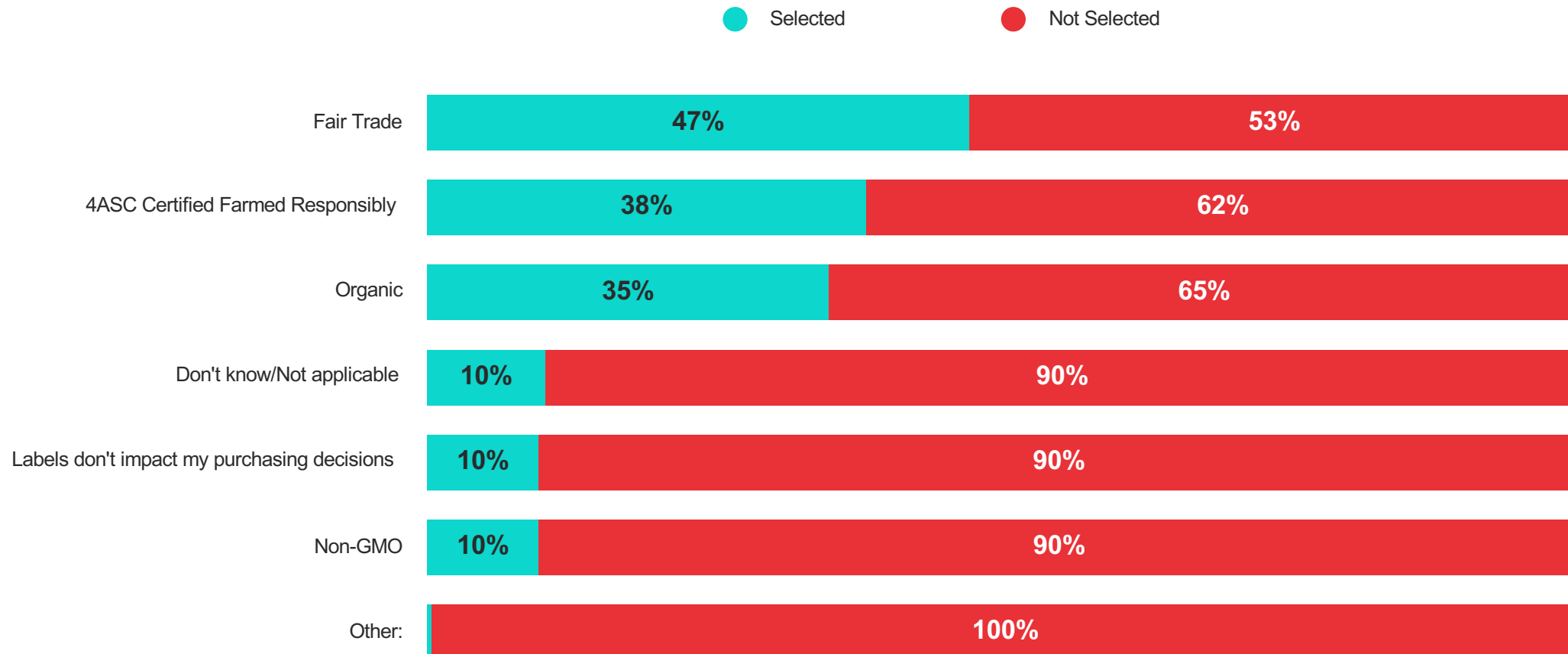
FOOD RESPONSIBILITY
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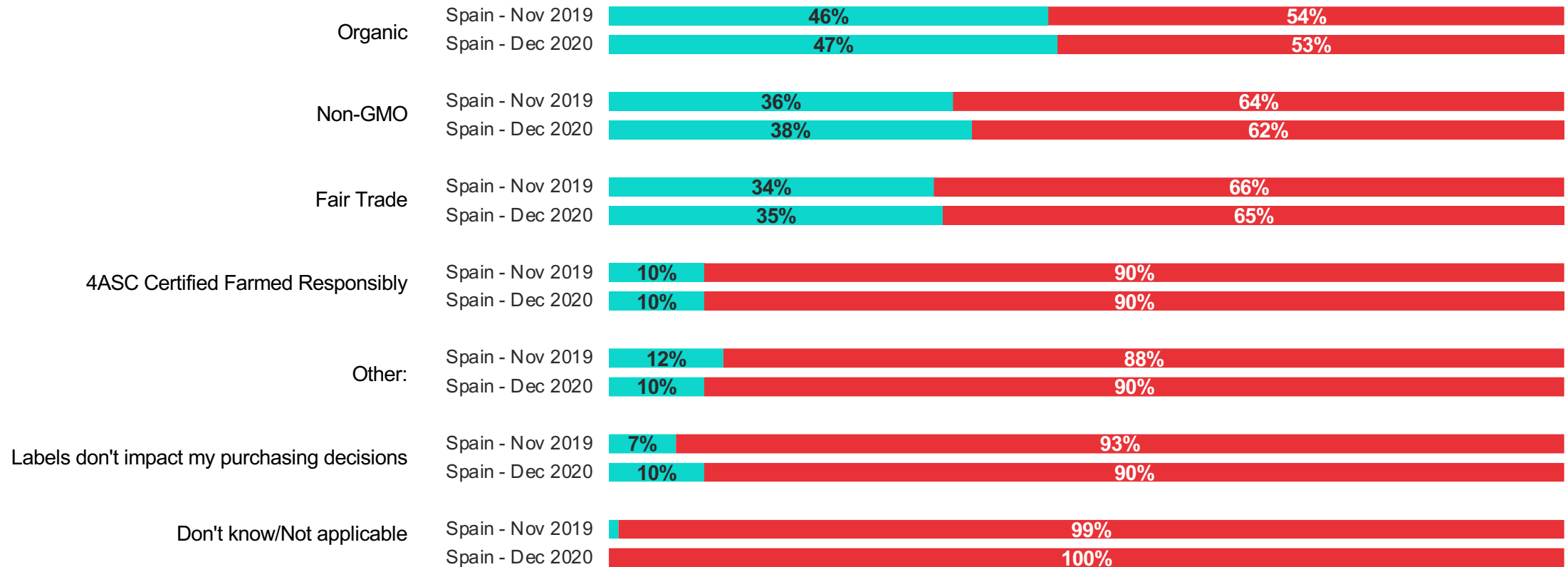
Nearly half (47%) of Spanish adults would be more likely to buy a food item if it were labeled as Fair Trade

Which of the following labels, if you saw it on a food item in the grocery store, would make you more likely to purchase that item? Select all that apply.



The number of Spanish adults who say they would be more likely to purchase a food item because of various labels is unchanged from last year

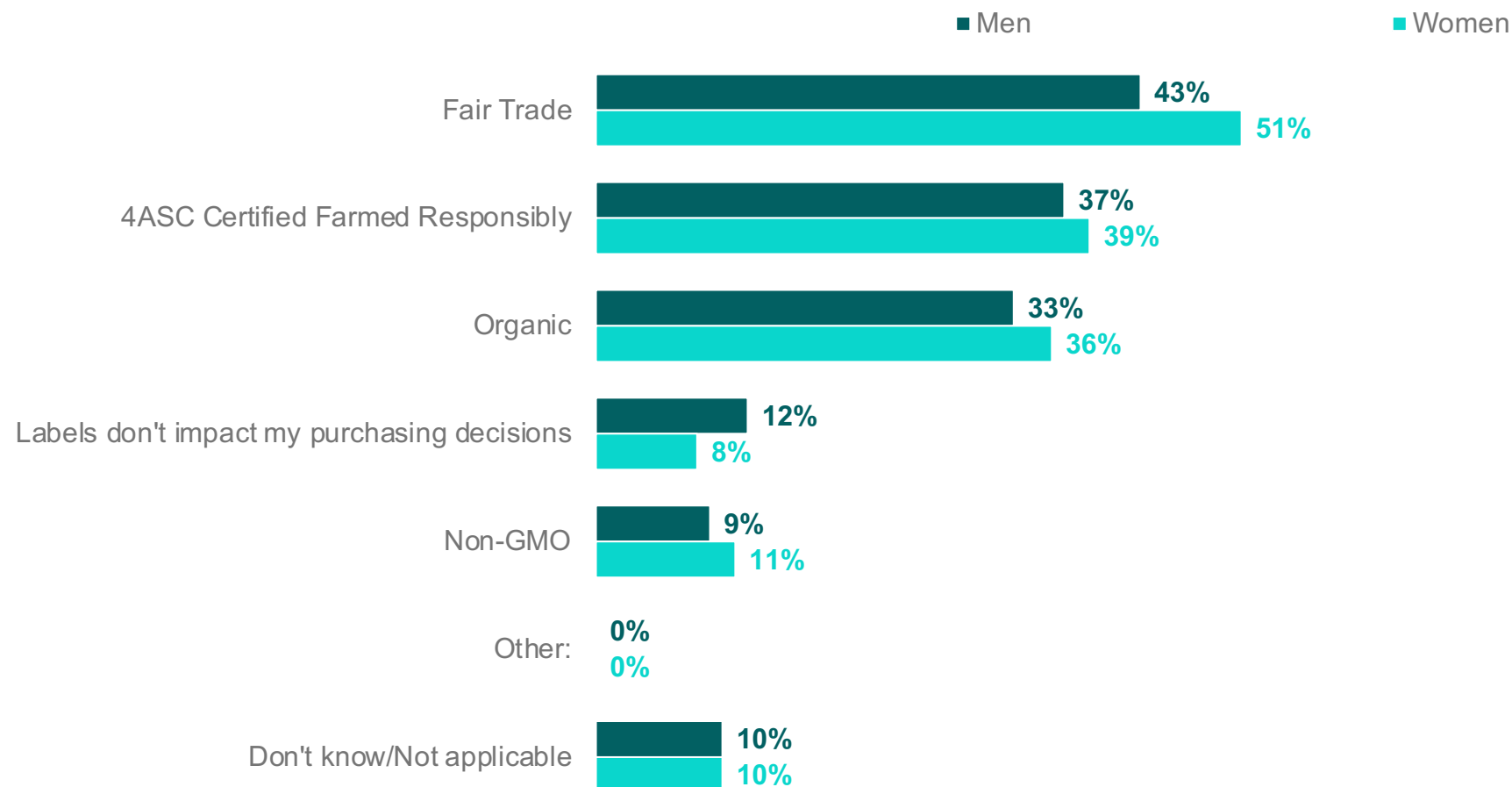
Which of the following labels, if you saw it on a food item in the grocery store, would make you more likely to purchase that item?
Select all that apply.



FOOD LABELING AND PRODUCT PREFERENCES

Women in Spain are 8 points more likely than men to say they would be more likely to purchase a food item if it were labeled as Fair Trade

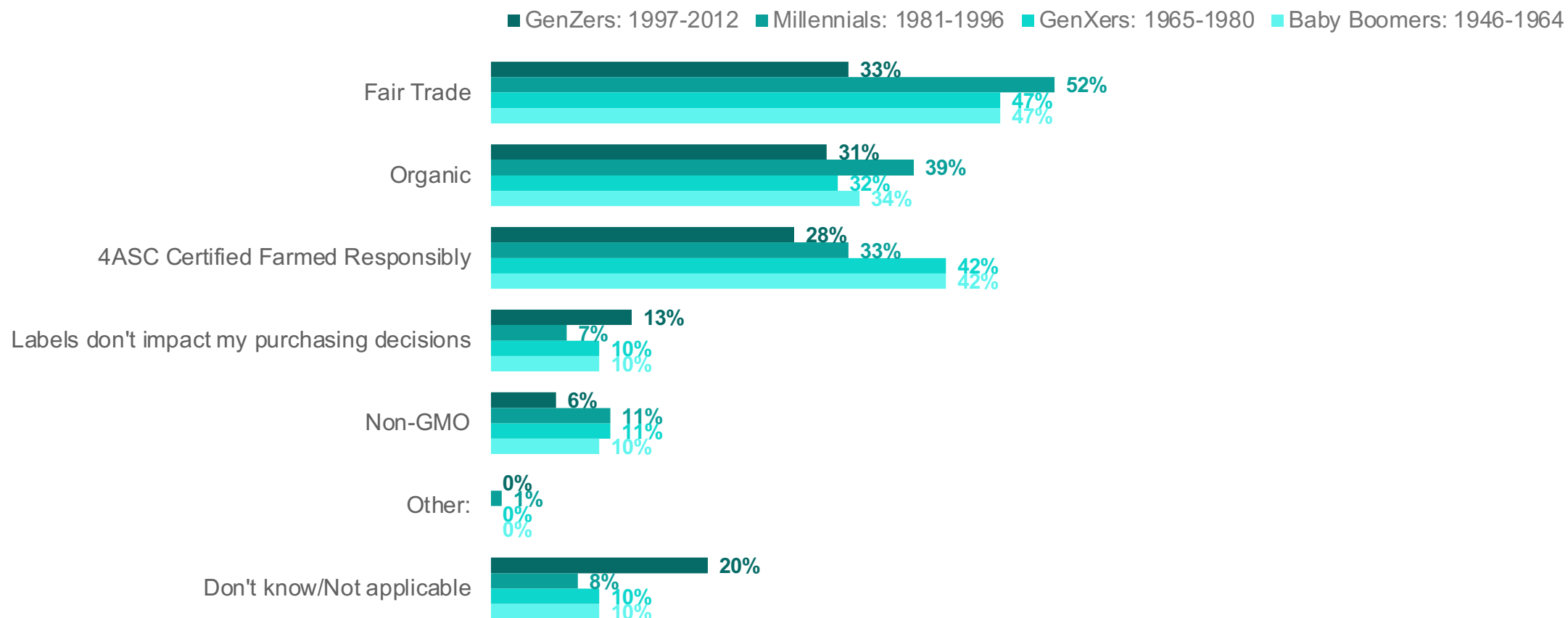
Which of the following labels, if you saw it on a food item in the grocery store, would make you more likely to purchase that item? Select all that apply. **[Selected]**



FOOD LABELING AND PRODUCT PREFERENCES

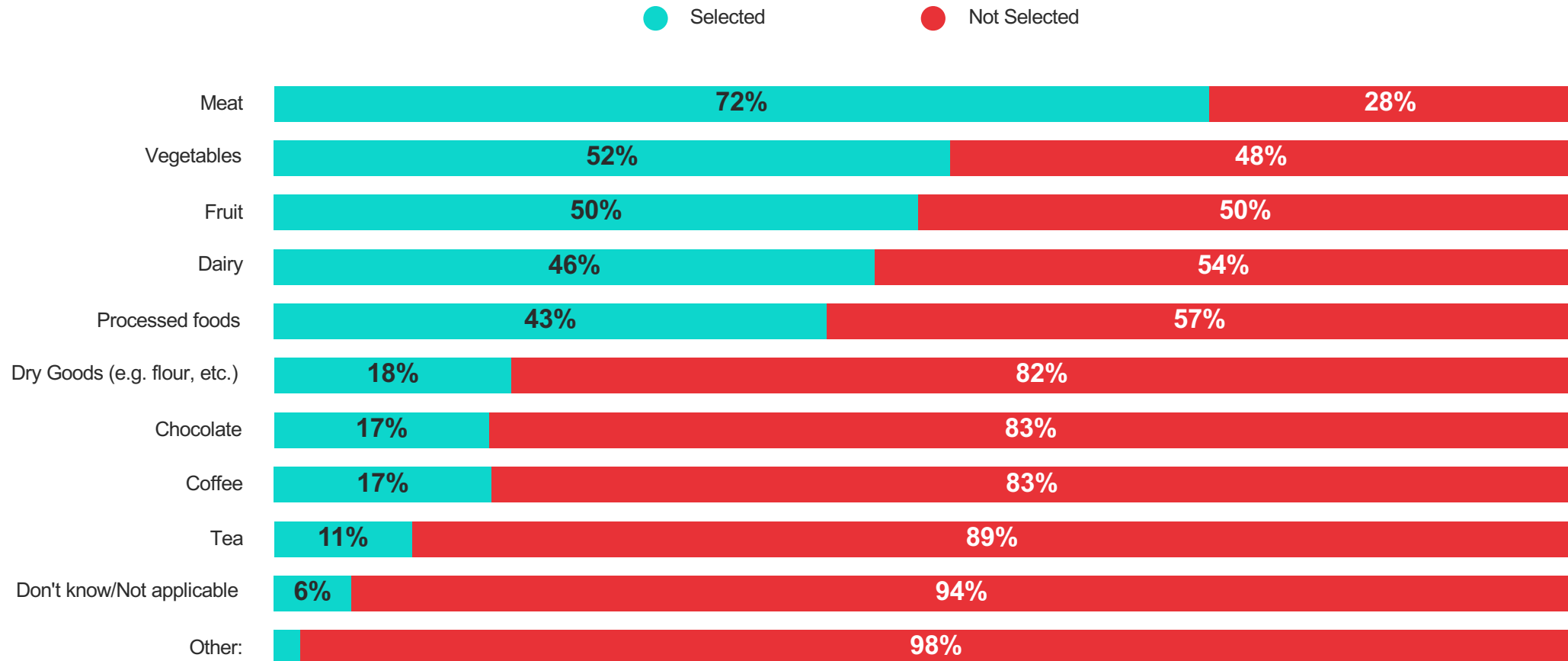
A majority (52%) of Spanish Millennials would be more likely to buy a food item if it were labeled Fair Trade, and 39% of Millennials would be more likely to buy an item if it were labeled organic

Which of the following labels, if you saw it on a food item in the grocery store, would make you more likely to purchase that item? Select all that apply. **[Selected]**



Spanish adults care most about information regarding responsible and ethical production of meat (72%), followed vegetables (52%) and fruit (50%)

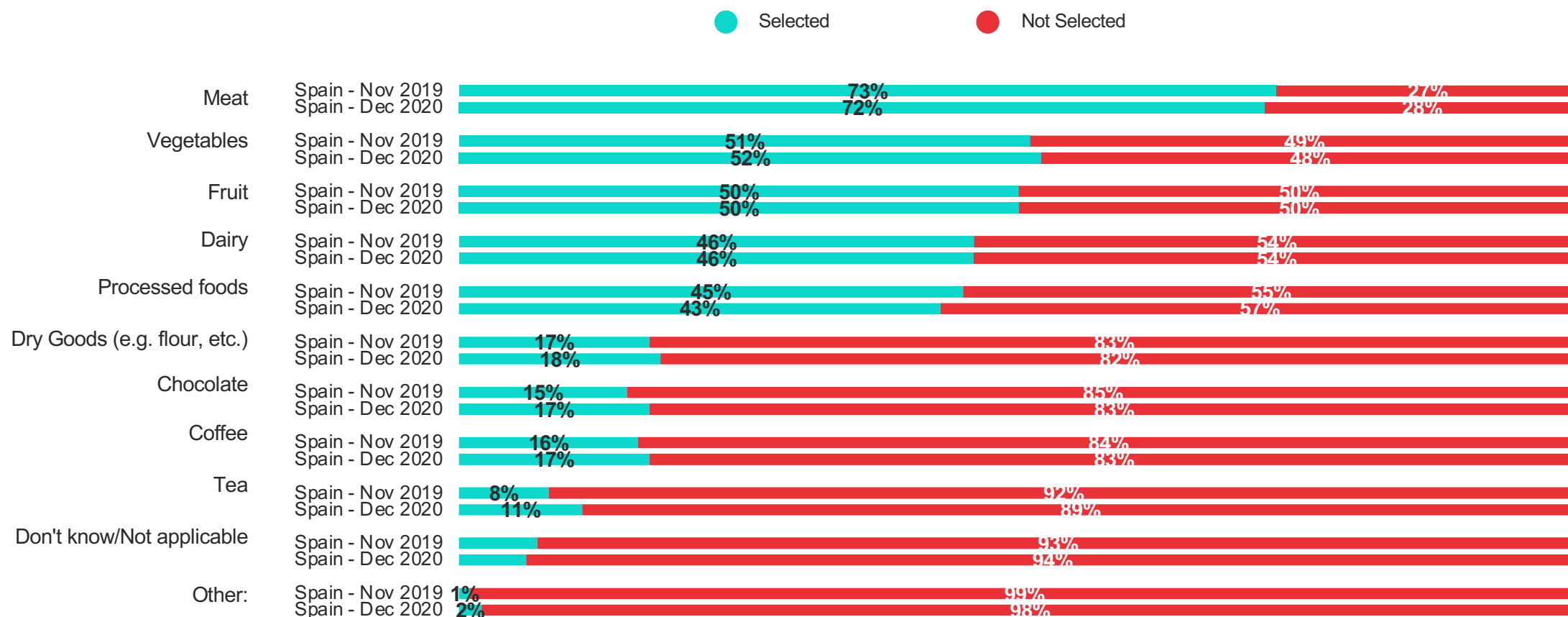
What categories of food do you most care about information regarding responsible and ethical production? Select all that apply.



FOOD LABELING AND PRODUCT PREFERENCES

Spanish adults care about information regarding responsible production for the same food categories as they did in 2019

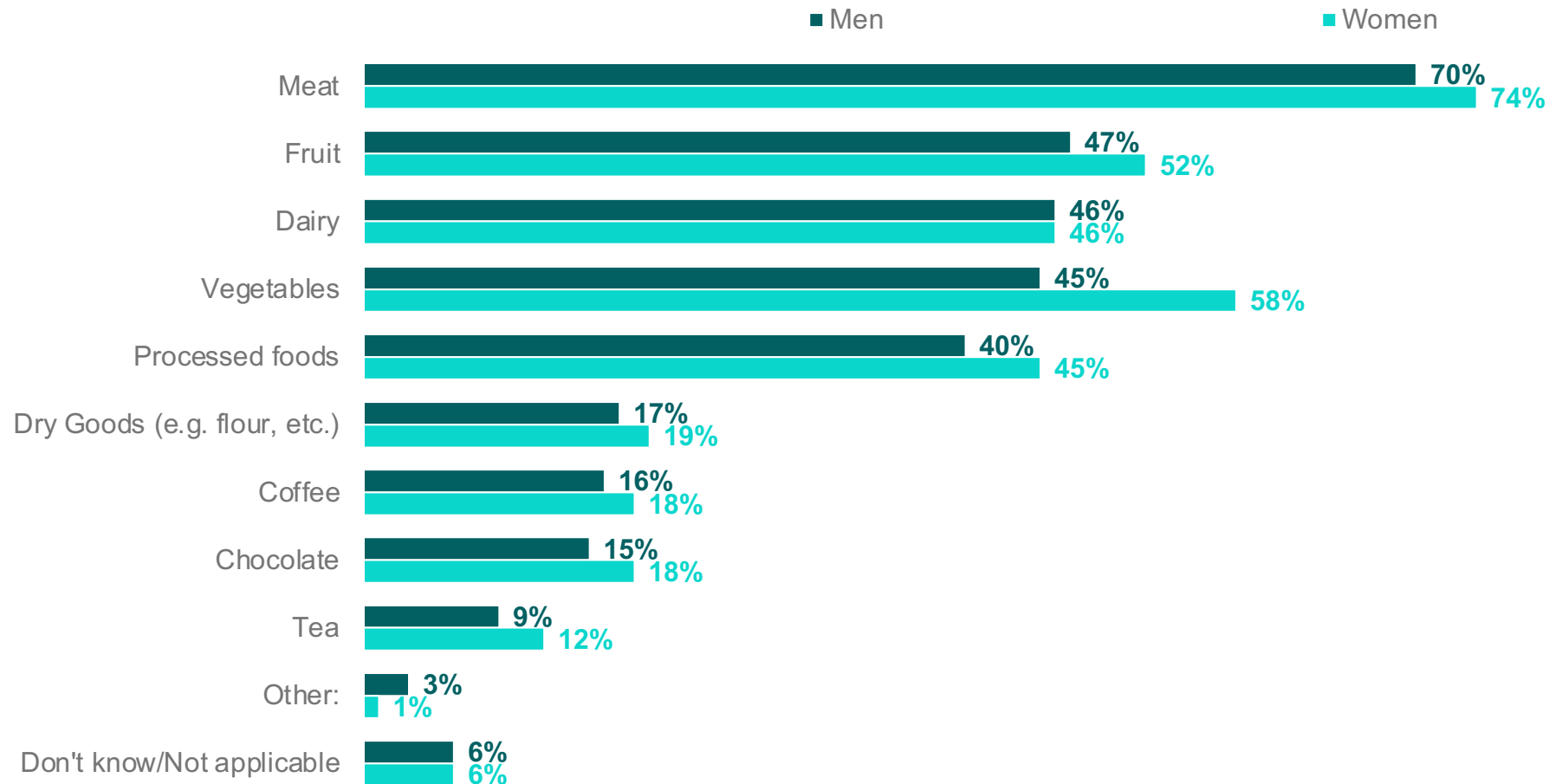
What categories of food do you most care about information regarding responsible and ethical production? Select all that apply.



Women in Spain are 13 points more likely than men to care about information regarding responsible ethical production of vegetables (58%)

What categories of food do you most care about information regarding responsible and ethical production? Select all that apply.

[Selected]

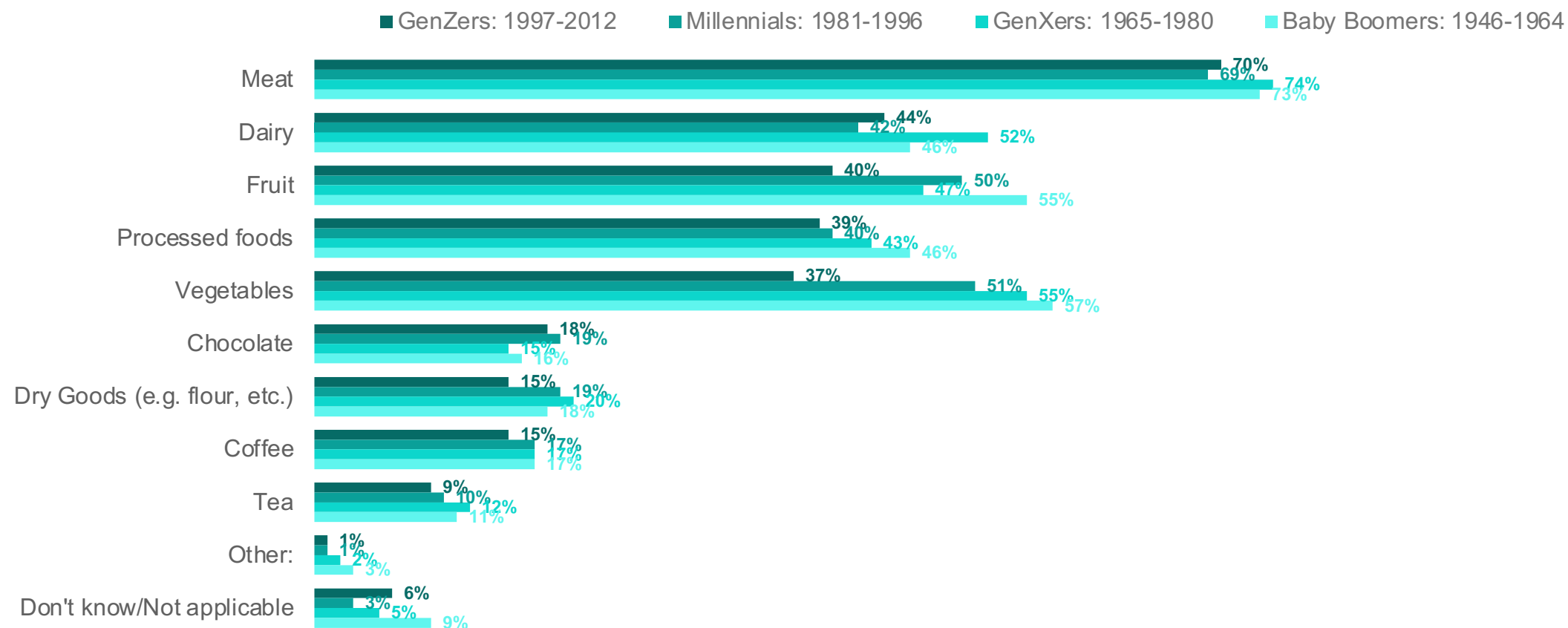


FOOD LABELING AND PRODUCT PREFERENCES

While Spanish adults across generations care most about information regarding the responsible and ethical production of meat, GenZers care less than older generations about vegetables and fruit being responsibly and ethically produced

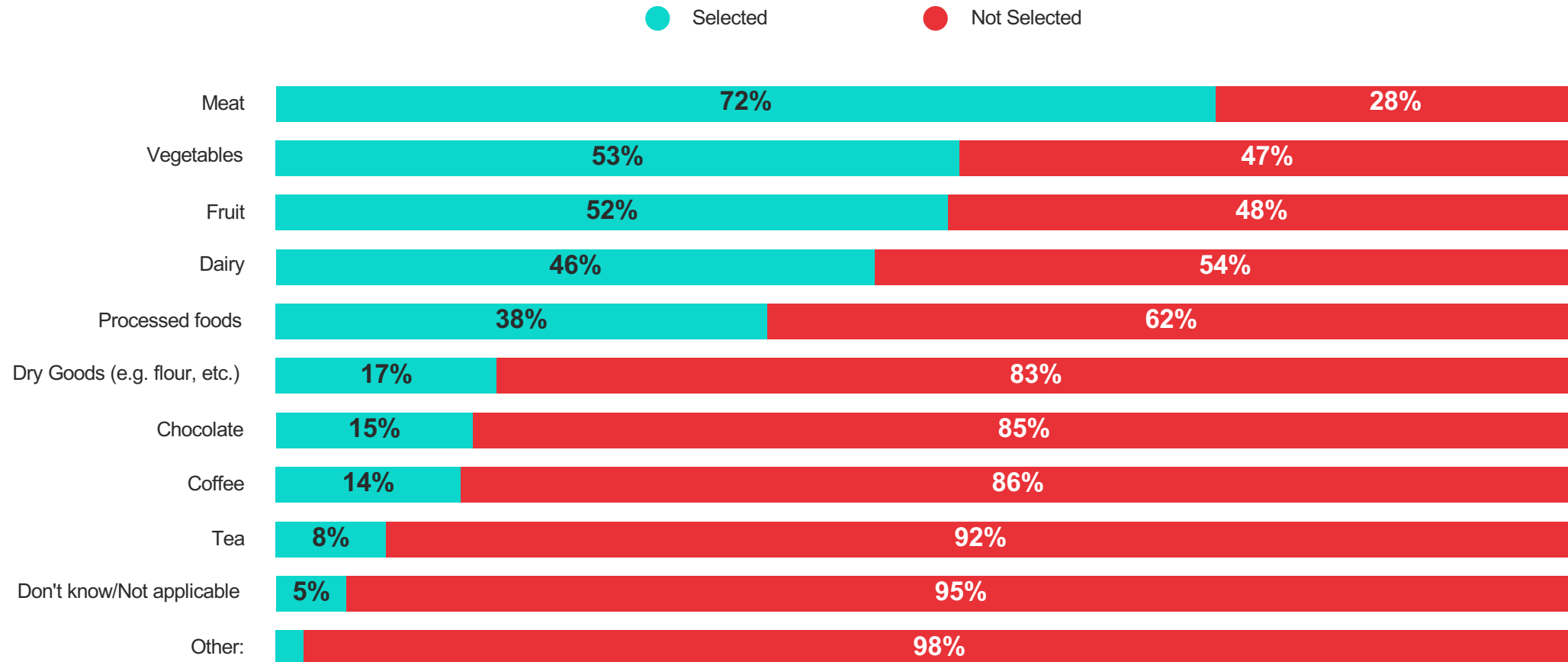
What categories of food do you most care about information regarding responsible and ethical production? Select all that apply.

[Selected]



Spanish adults care most about provenance for meat (72%), followed by vegetables (53%) and fruit (52%)

What categories of food do you most care about information regarding provenance (where the food originated)? Select all that apply.



FOOD LABELING AND PRODUCT PREFERENCES

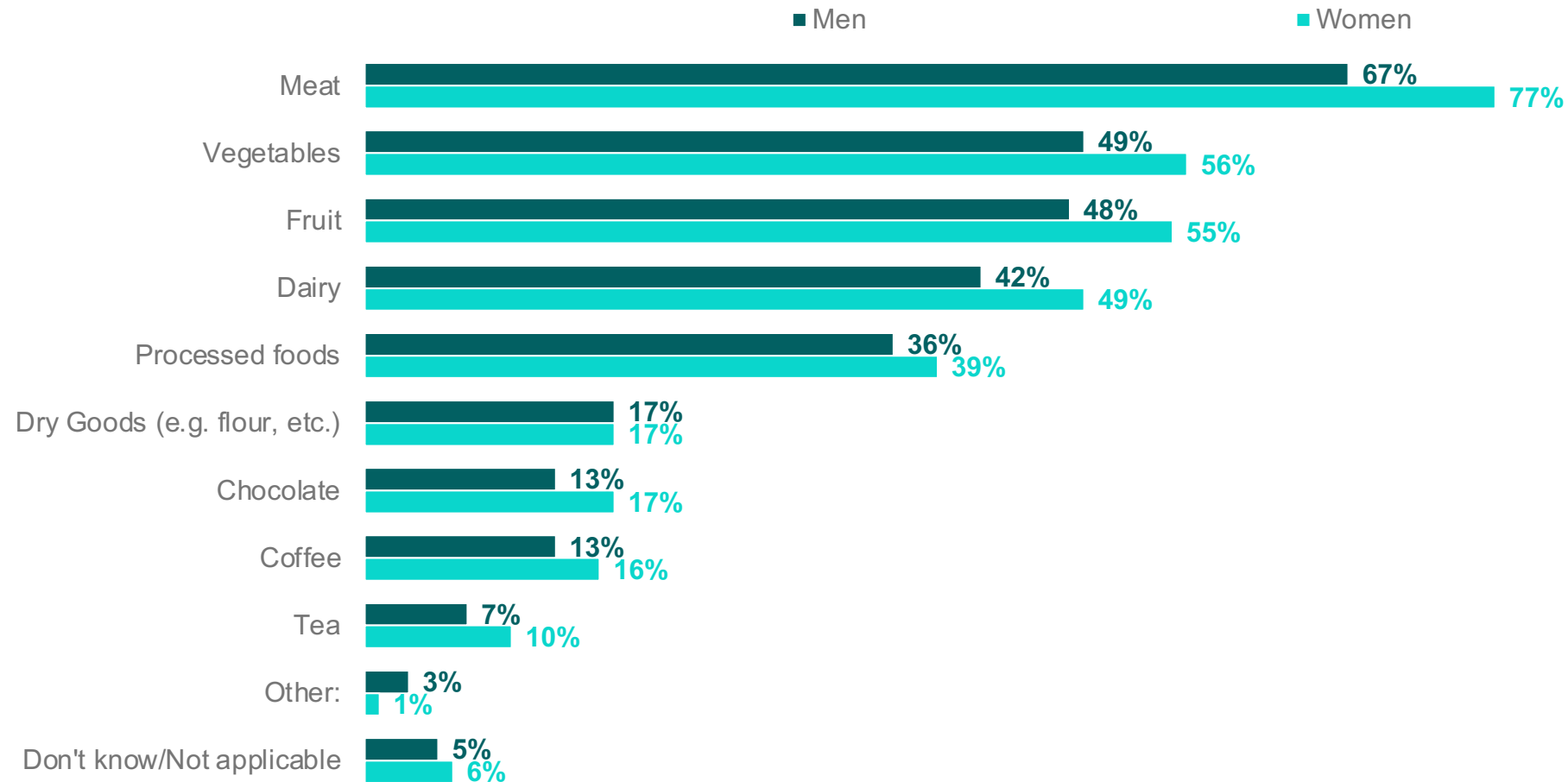
Spanish adults in 2020 are less likely to care about provenance of processed foods than in 2019 (-5), but generally care about provenance of other food items at the same levels as in 2019

What categories of food do you most care about information regarding provenance (where the food originated)? Select all that apply.



Spanish women are more likely than men to care about information regarding provenance for a variety of food categories, especially meat (+10)

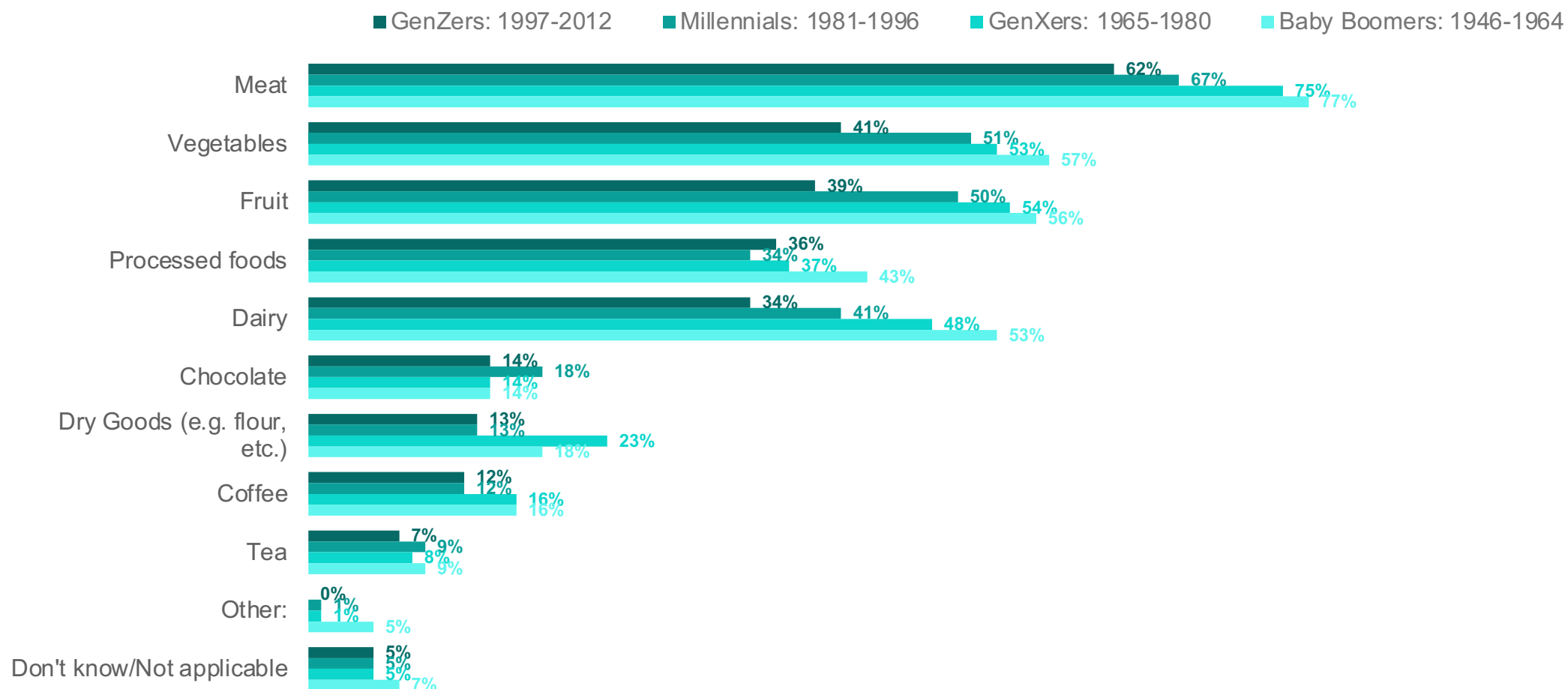
What categories of food do you most care about information regarding provenance (where the food originated)? Select all that apply. **[Selected]**



FOOD LABELING AND PRODUCT PREFERENCES

Older generations in Spain care more about information regarding provenance for most categories of food

What categories of food do you most care about information regarding provenance (where the food originated)? Select all that apply. **[Selected]**



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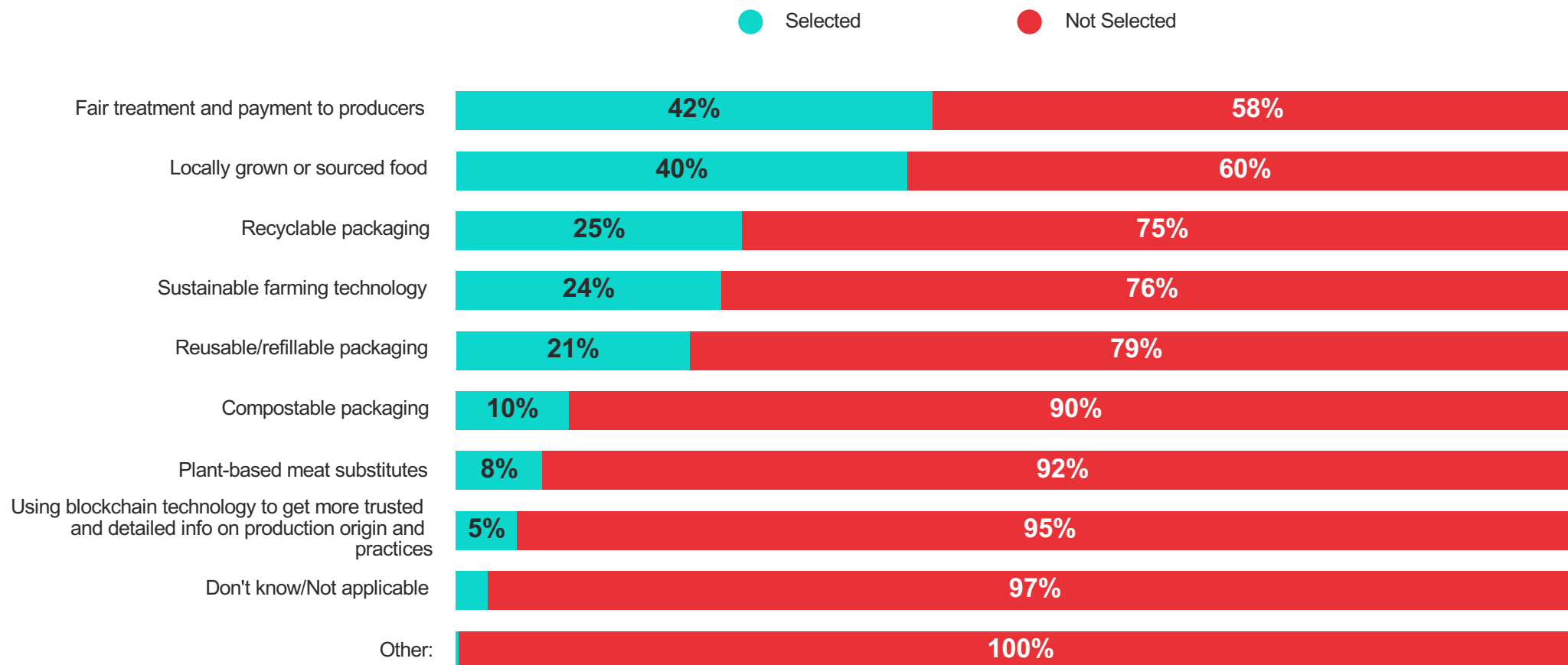
CONCERNS WITH FOOD
WASTE



INTEREST IN FOOD INNOVATIONS

Spanish adults are most excited about innovations around fair treatment and payment to producers (42%) and locally grown or sourced food (40%)

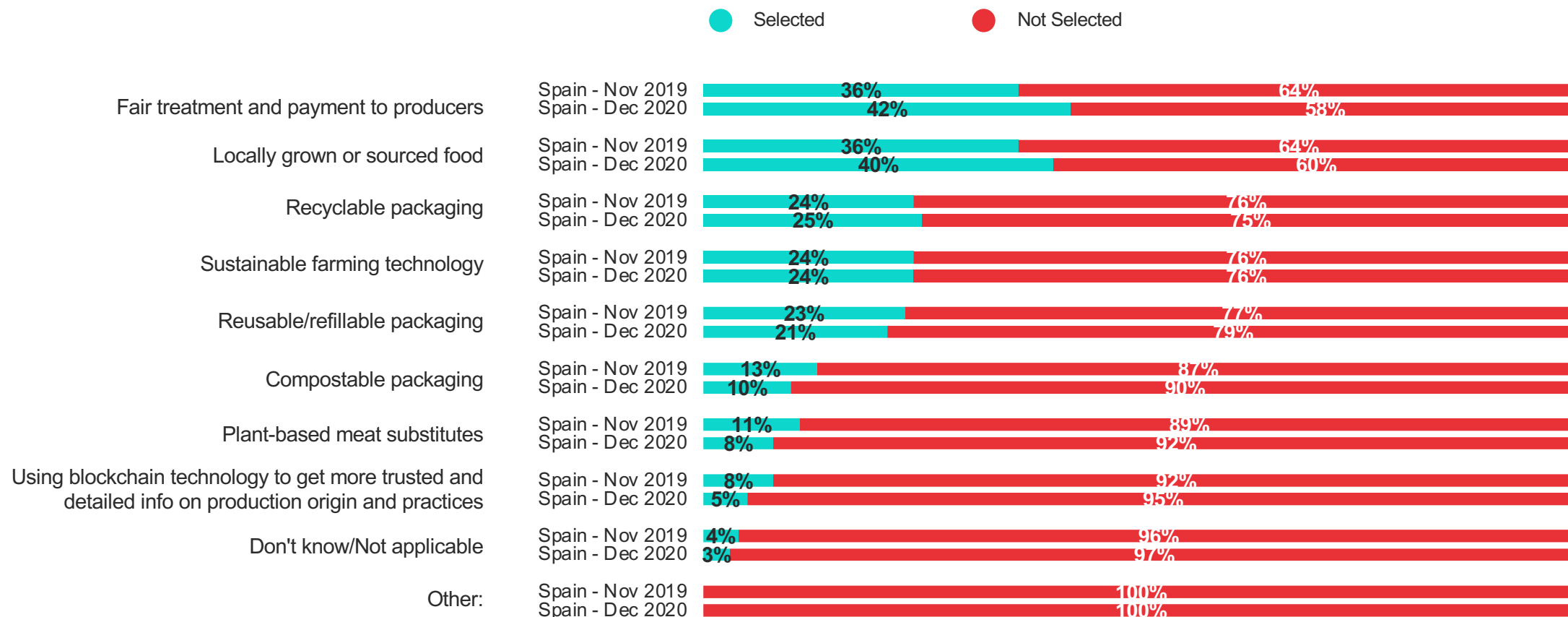
Which of these innovations are you most excited about when it comes to food production? Select no more than two.



INTEREST IN FOOD INNOVATIONS

Adults in Spain are more likely to be excited by innovations around the fair treatment and payment to producers (+6) and locally grown or sourced food (+4) in 2020 compared to 2019

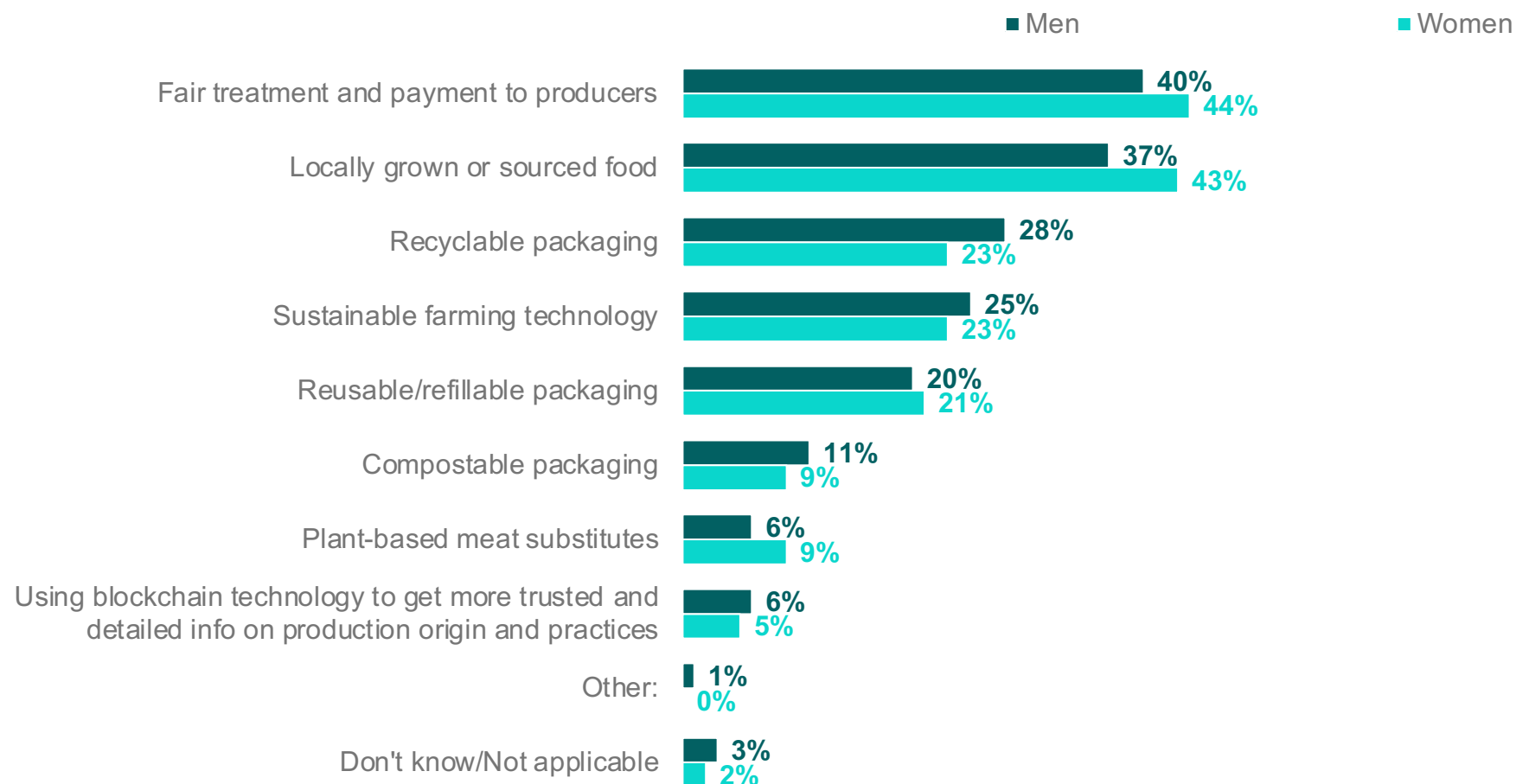
Which of these innovations are you most excited about when it comes to food production? Select no more than two.



INTEREST IN FOOD INNOVATIONS

Both Spanish men and women are most excited about the fair treatment of producers and locally grown or sourced food; men are more excited about recyclable packaging than women are

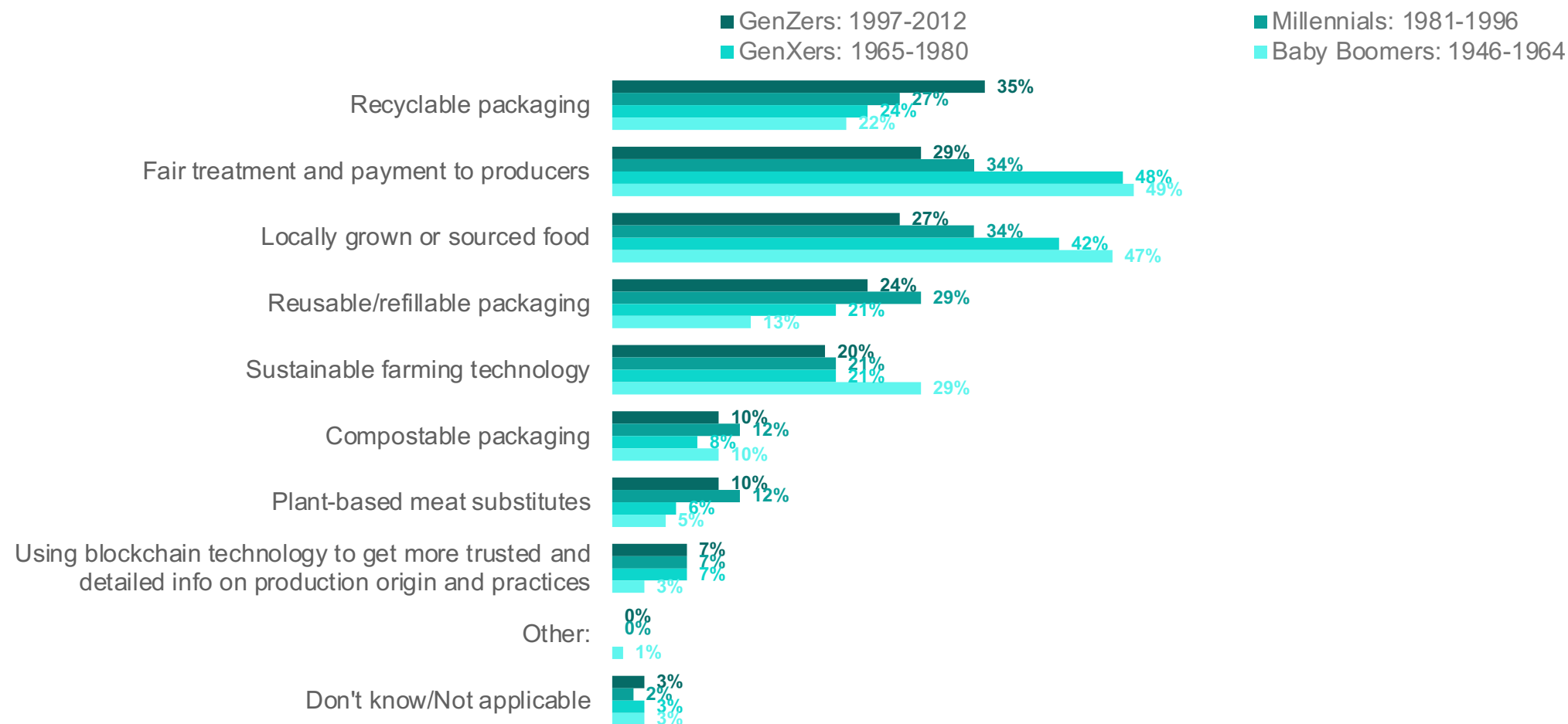
Which of these innovations are you most excited about when it comes to food production? Select no more than two. **[Selected]**



INTEREST IN FOOD INNOVATIONS

While Millennials, GenXers and Boomers in Spain are most excited about fair treatment and payment to producers and locally grown or sourced food, GenZers are most excited about recyclable packaging

Which of these innovations are you most excited about when it comes to food production? Select no more than two. **[Selected]**



INTEREST IN FOOD INNOVATIONS

Two in three Spanish adults are excited about retailers donating food to eliminate food waste (65%) and reducing plastic packaging (64%)

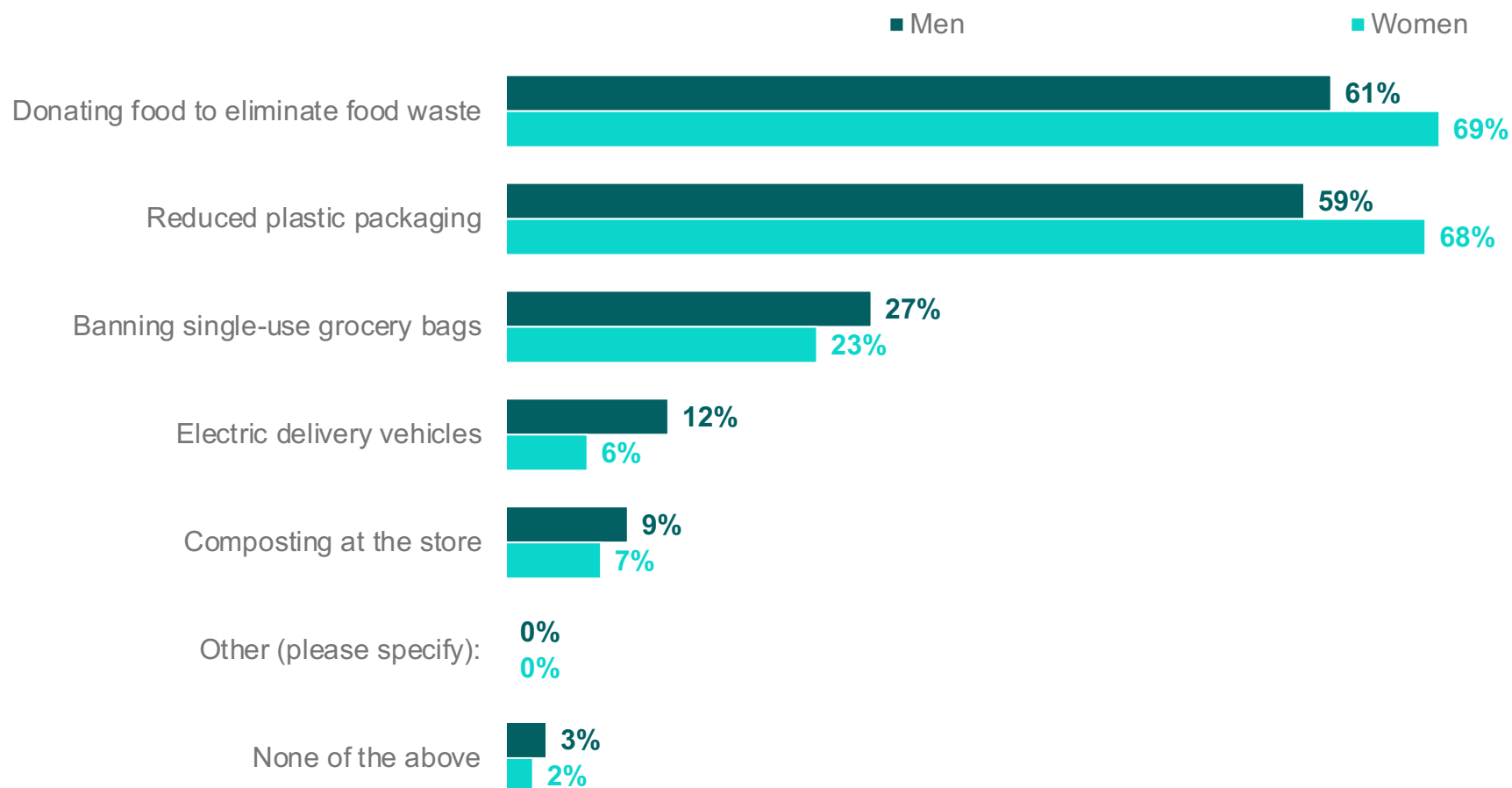
Which of these innovations are you most excited about retailers doing? Select no more than two.



INTEREST IN FOOD INNOVATIONS

Spanish women are more likely than men to indicate they are excited about retailers donating food to eliminate food waste (+8) and reducing plastic packaging (+9)

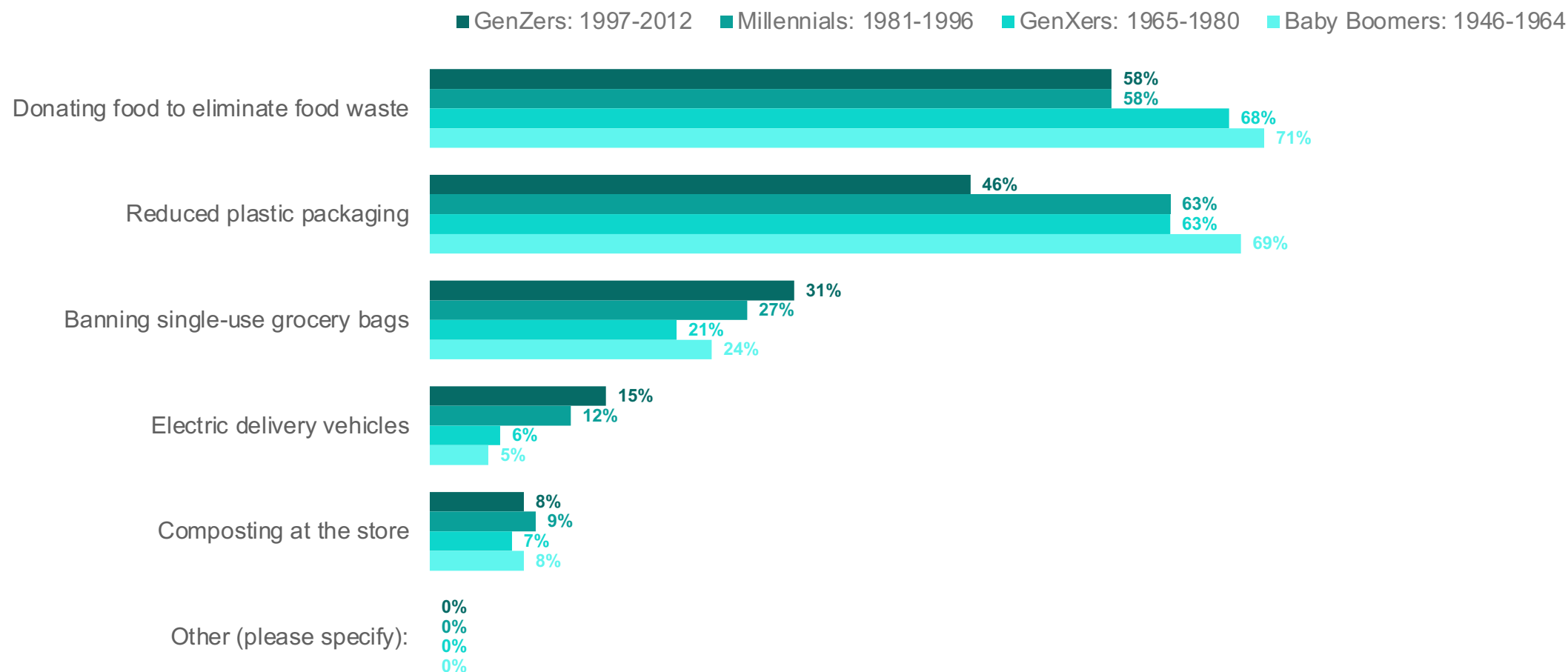
Which of these innovations are you most excited about retailers doing? Select no more than two. **[Selected]**



INTEREST IN FOOD INNOVATIONS

Older generations in Spain are most excited for retailers to donate food to eliminate food waste and reduce plastic packaging, while younger generations are more excited about banning single-use grocery bags and electric delivery vehicles

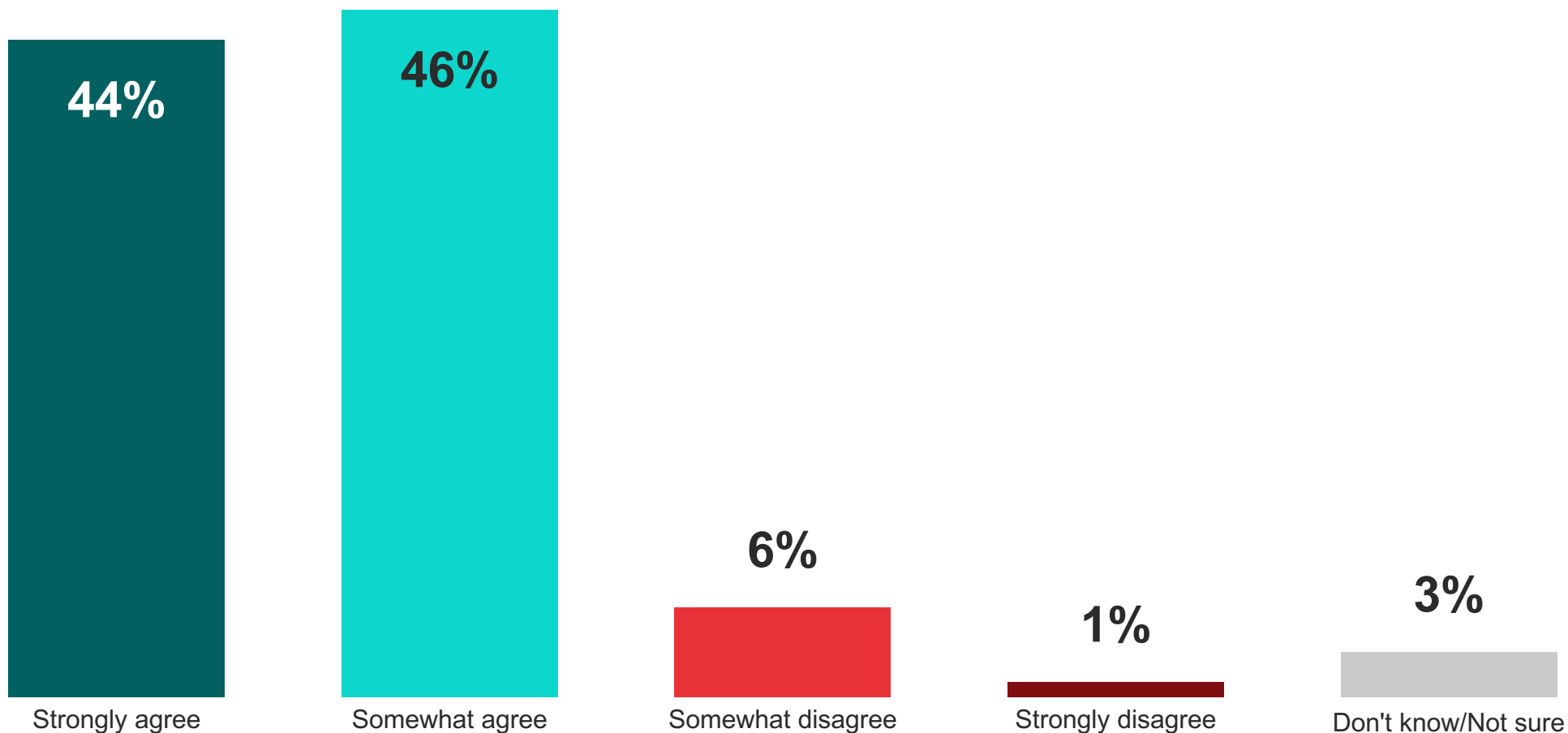
Which of these innovations are you most excited about retailers doing? Select no more than two. **[Selected]**



INTEREST IN FOOD INNOVATIONS

Nine in ten (90%) of Spanish adults would like supermarkets to respond faster to consumer food trends

How far do you agree or disagree with the following statement?: I would like supermarkets to respond faster to the latest consumer food trends.



INTEREST IN FOOD INNOVATIONS

Spanish respondents in 2020 are similarly likely as those in 2019 to agree that they want supermarkets to respond faster to consumer food trends

How far do you agree or disagree with the following statement?: I would like supermarkets to respond faster to the latest consumer food trends.

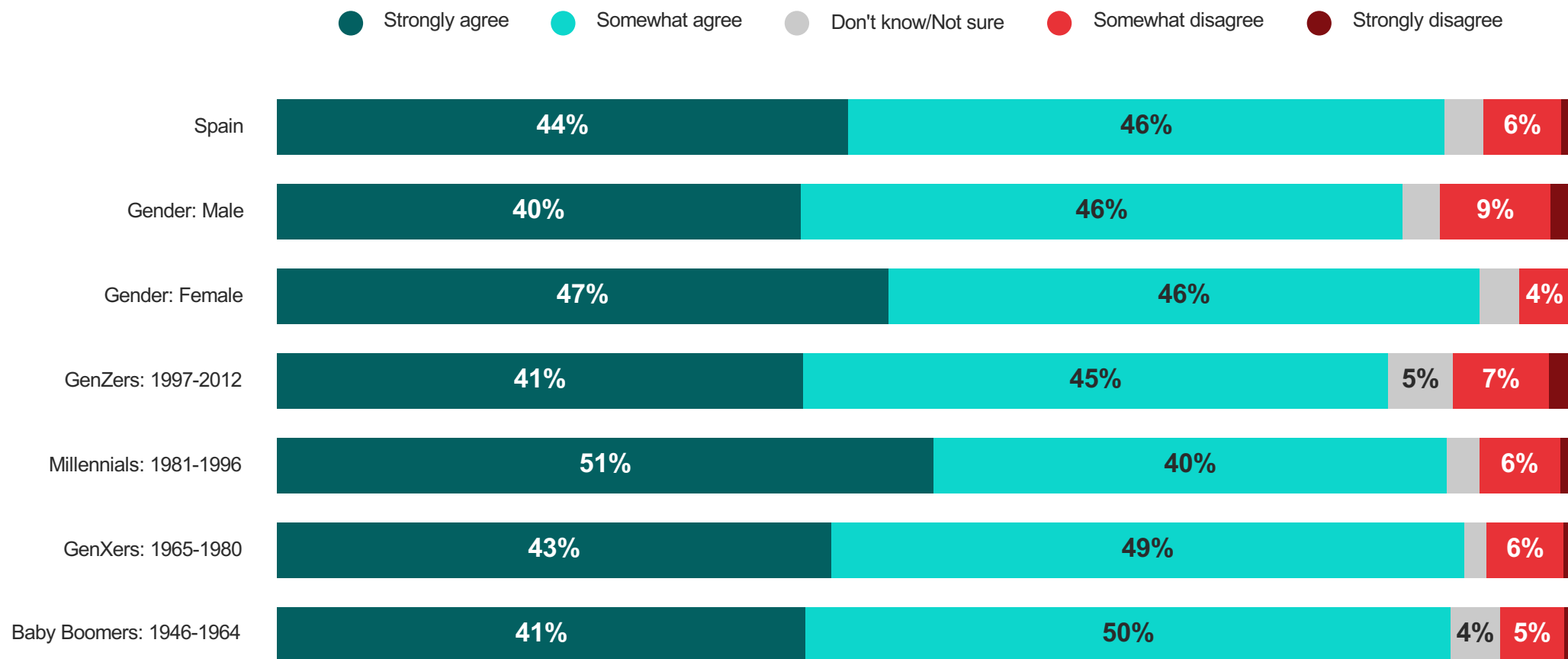
● Strongly agree
● Somewhat agree
● Don't know/Not sure
● Somewhat disagree
● Strongly disagree



INTEREST IN FOOD INNOVATIONS

Millennials (51%) and women (47%) are the most likely to 'strongly agree' that they would like supermarkets to respond faster to the latest consumer food trends

How far do you agree or disagree with the following statement?: I would like supermarkets to respond faster to the latest consumer food trends.



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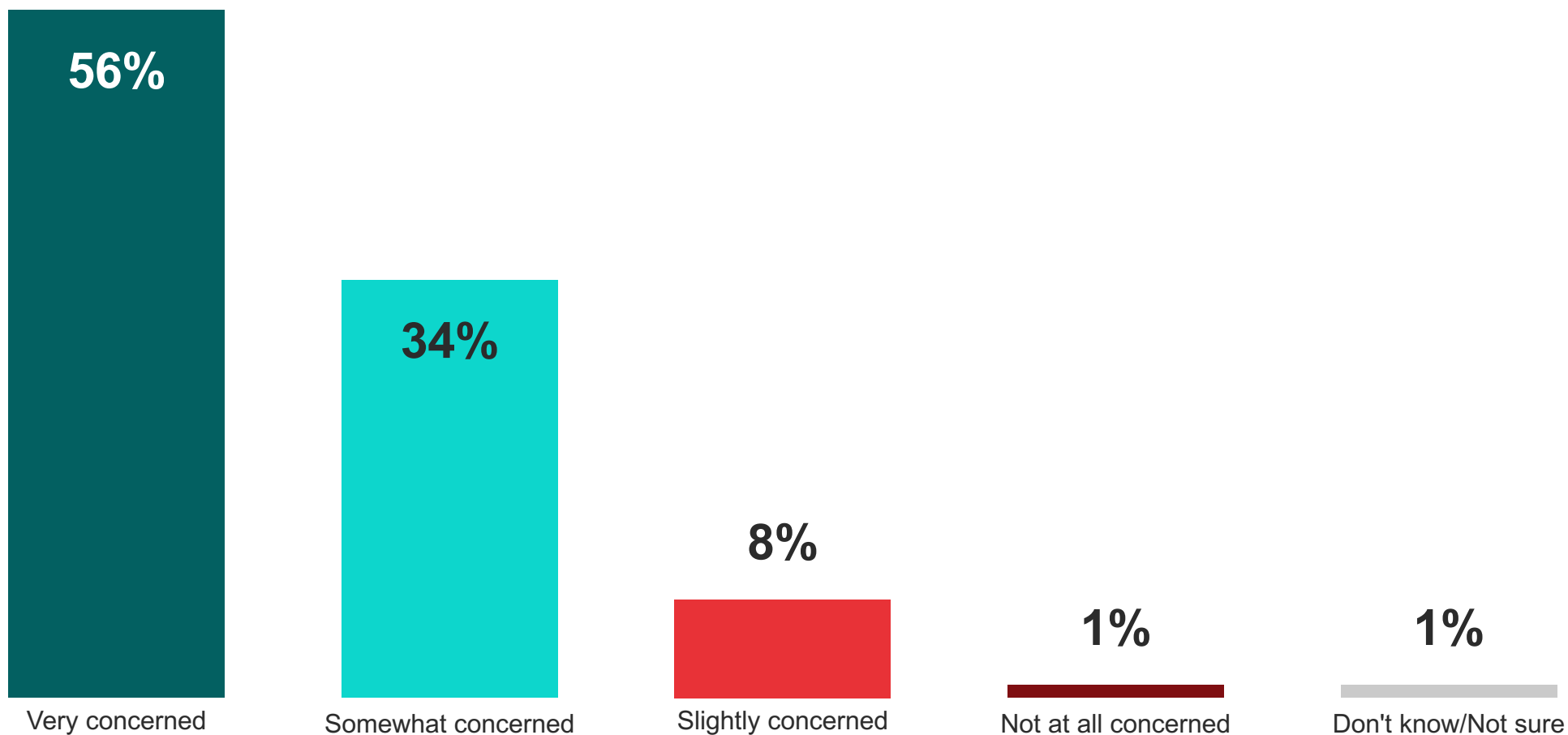
CONCERNS WITH FOOD
WASTE



CONCERNS WITH FOOD WASTE

Nine in ten (90%) of Spanish adults are concerned about food waste, with most (56%) 'very concerned'

How concerned are you about food waste?



CONCERNS WITH FOOD WASTE

Attitudes towards food waste among Spanish adults have not shifted since 2019; a majority remain very concerned about food waste in both 2019 (87%) and 2020 (90%)

How concerned are you about food waste?

Very concerned Somewhat concerned Don't know/Not sure Slightly concerned Not at all concerned

Spain - Nov 2019



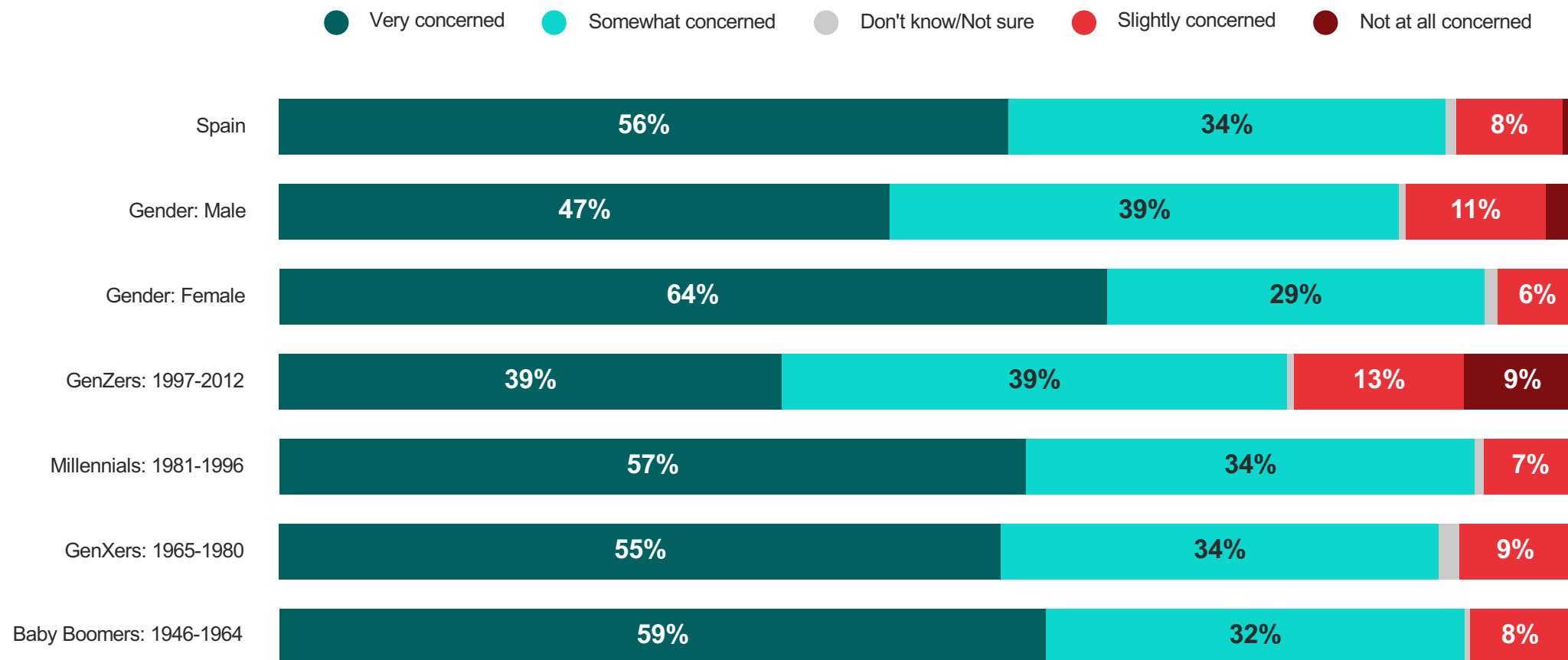
Spain - Dec 2020



CONCERNS WITH FOOD WASTE

Women in Spain are 17 points more likely than men to be ‘very concerned’ about food waste;
GenZers are less concerned than older generations

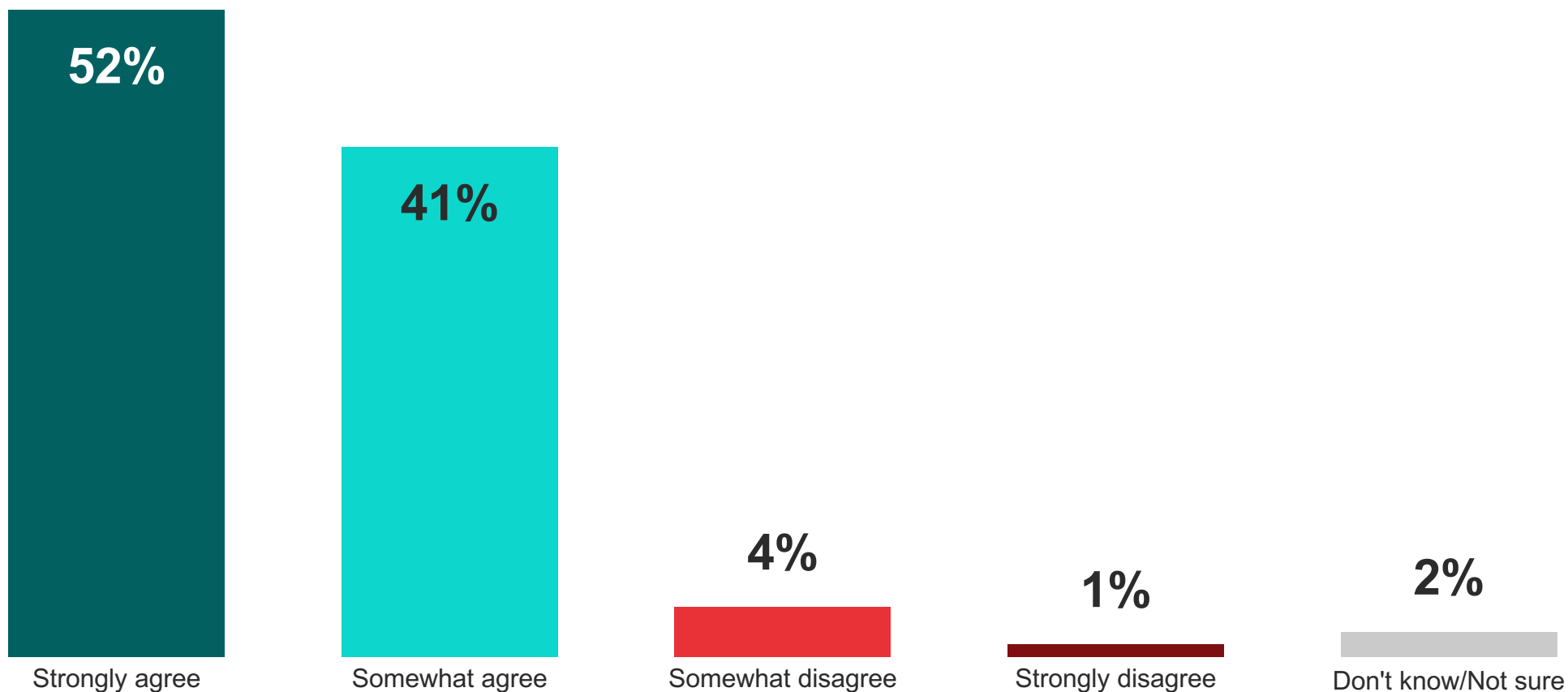
How concerned are you about food waste?



CONCERNS WITH FOOD WASTE

Over nine in ten (93%) Spanish adults say they would be more willing to shop at a supermarket with initiatives to reduce food waste

How far do you agree or disagree with the following statement?: I would be more willing to shop at a supermarket brand with initiatives to reduce food waste.

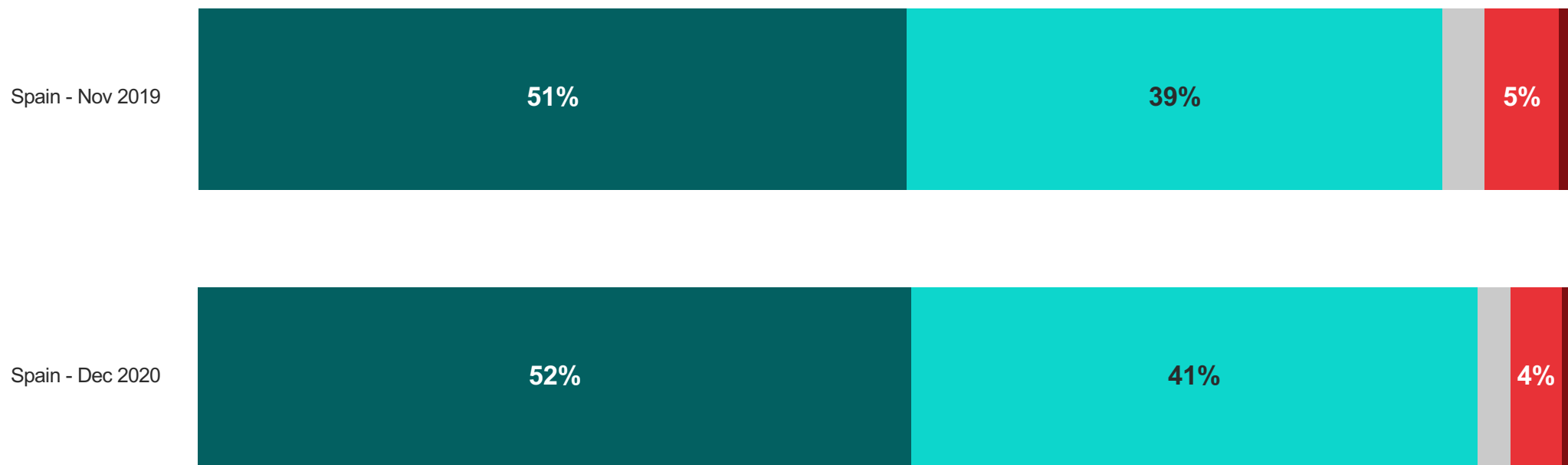


CONCERNS WITH FOOD WASTE

Spanish adults are similarly likely to say they would be more willing to shop at a supermarket with initiatives to reduce food waste in 2020 (93%) as they were in 2019 (90%)

How far do you agree or disagree with the following statement?: I would be more willing to shop at a supermarket brand with initiatives to reduce food waste.

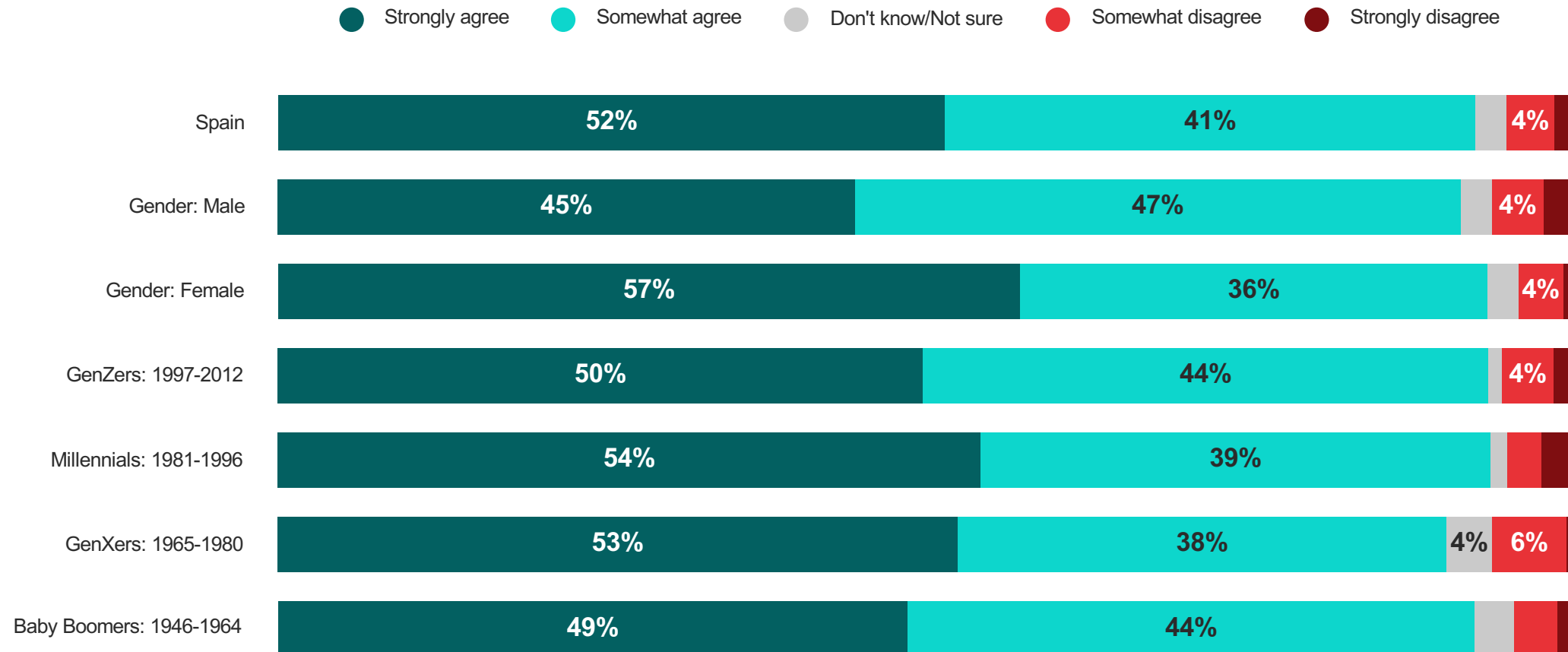
● Strongly agree ● Somewhat agree ● Don't know/Not sure ● Somewhat disagree ● Strongly disagree



CONCERNS WITH FOOD WASTE

A majority of Spanish women (57%) strongly agree that they would be more likely to shop at a supermarket brand with initiatives to reduce food waste

How far do you agree or disagree with the following statement?: I would be more willing to shop at a supermarket brand with initiatives to reduce food waste.



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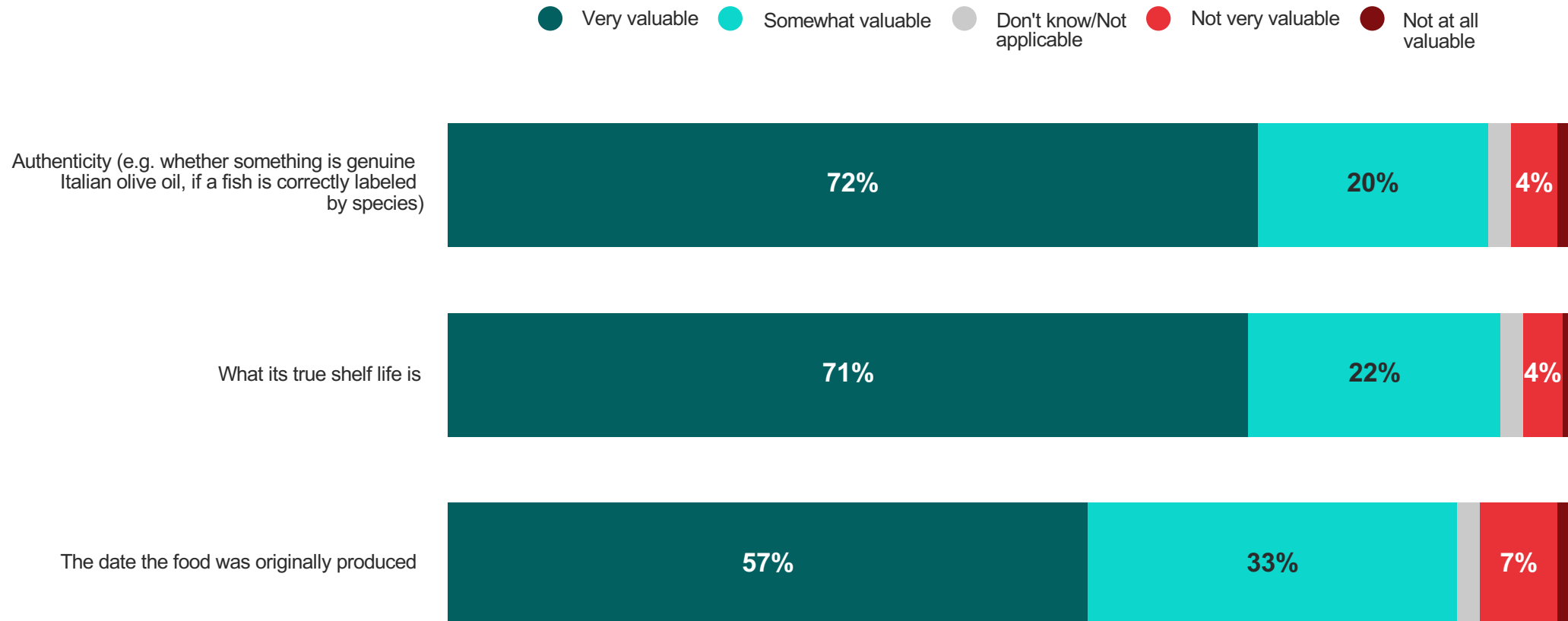
IMPACT OF COVID-19

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Seven in ten Spanish adults say that learning about a food item's authenticity (72%) and true shelf life (71%) would be 'very valuable'

Think about each of the following types of information you might like to have about food you're considering purchasing. How valuable would it be to know the following?



BLOCKCHAIN & FOOD PROVENANCE

In both 2019 and 2020, a majority of Spanish respondents think it would be valuable to have each of the following types of information about food they are considering purchasing

Think about each of the following types of information you might like to have about food you're considering purchasing. How valuable would it be to know the following?



Both Spanish men and women find information about a food item's authenticity, true shelf life, and original production date valuable

Think about each of the following types of information you might like to have about food you're considering purchasing. How valuable would it be to know the following? **[Very + Somewhat Valuable]**

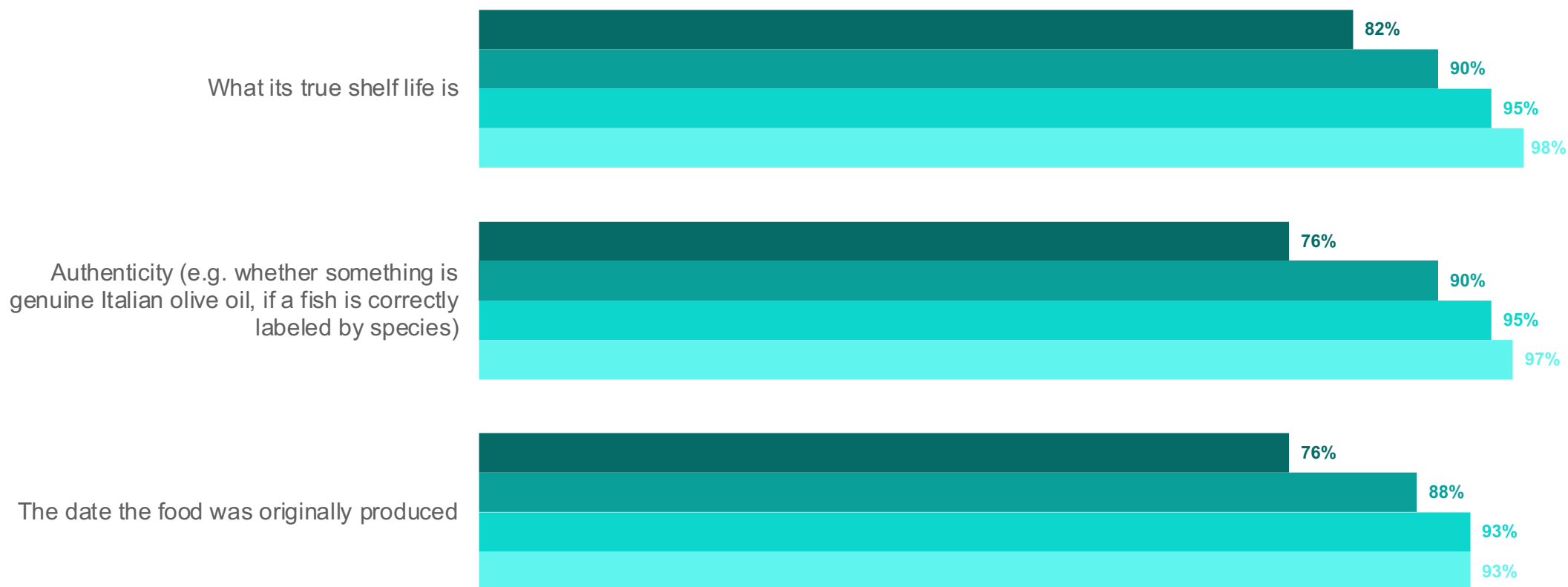


BLOCKCHAIN & FOOD PROVENANCE

GenZers are less likely than older generations to find information about a food item's authenticity, true shelf life and original production date valuable

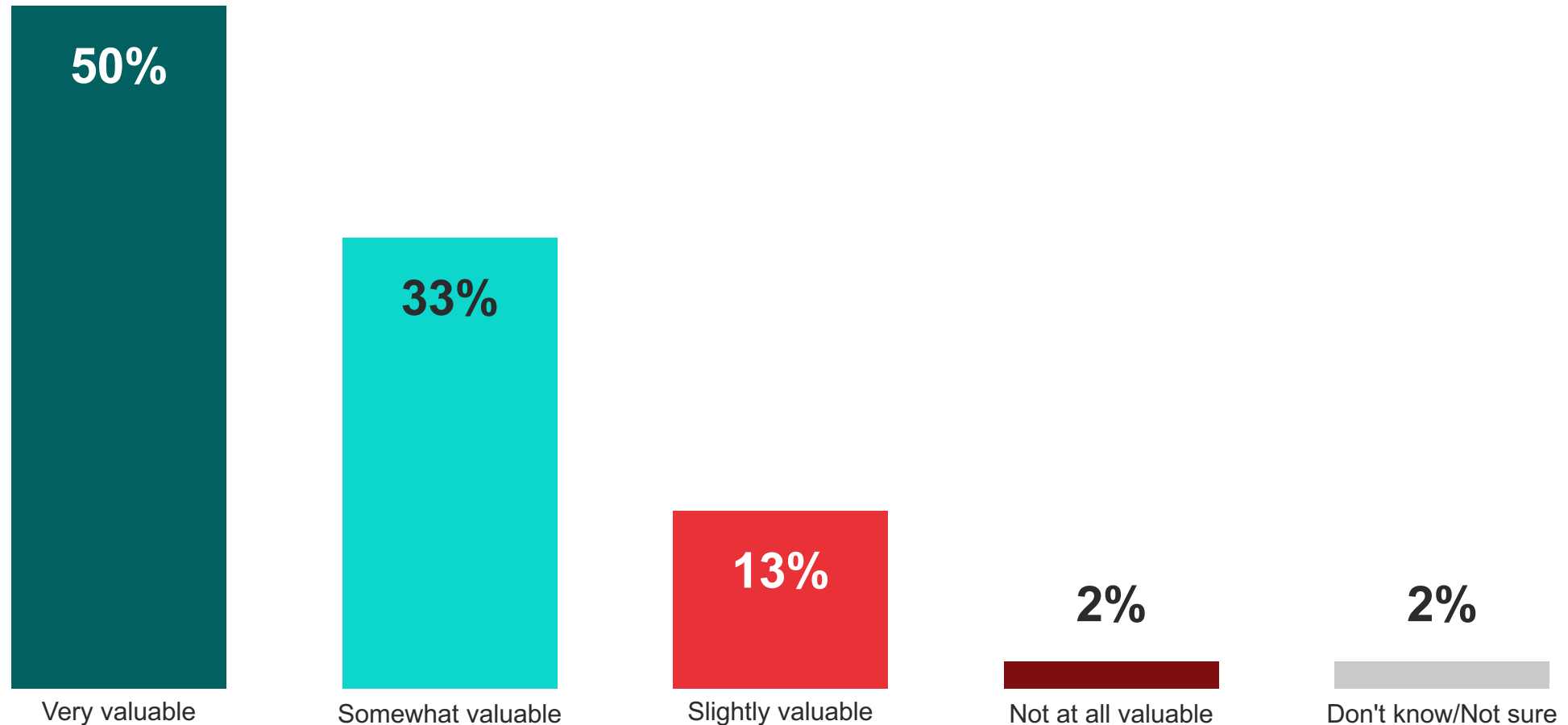
Think about each of the following types of information you might like to have about food you're considering purchasing. How valuable would it be to know the following? **[Very + Somewhat Valuable]**

■ GenZers: 1997-2012 ■ Millennials: 1981-1996 ■ GenXers: 1965-1980 ■ Baby Boomers: 1946-1964



Eight in ten (83%) Spanish adults say that being able to learn information about the farmers who grow their food is valuable, and half say it is 'very valuable'

How valuable is it that you be able to learn information about the farmers that grow your food?



Spanish adults in 2020 are 6 points more likely than adults in 2019 to say that learning information about the farmers who grow their food is valuable

How valuable is it that you be able to learn information about the farmers that grow your food?

● Very valuable ● Somewhat valuable ● Don't know/Not sure ● Slightly valuable ● Not at all valuable

Spain - Nov 2019

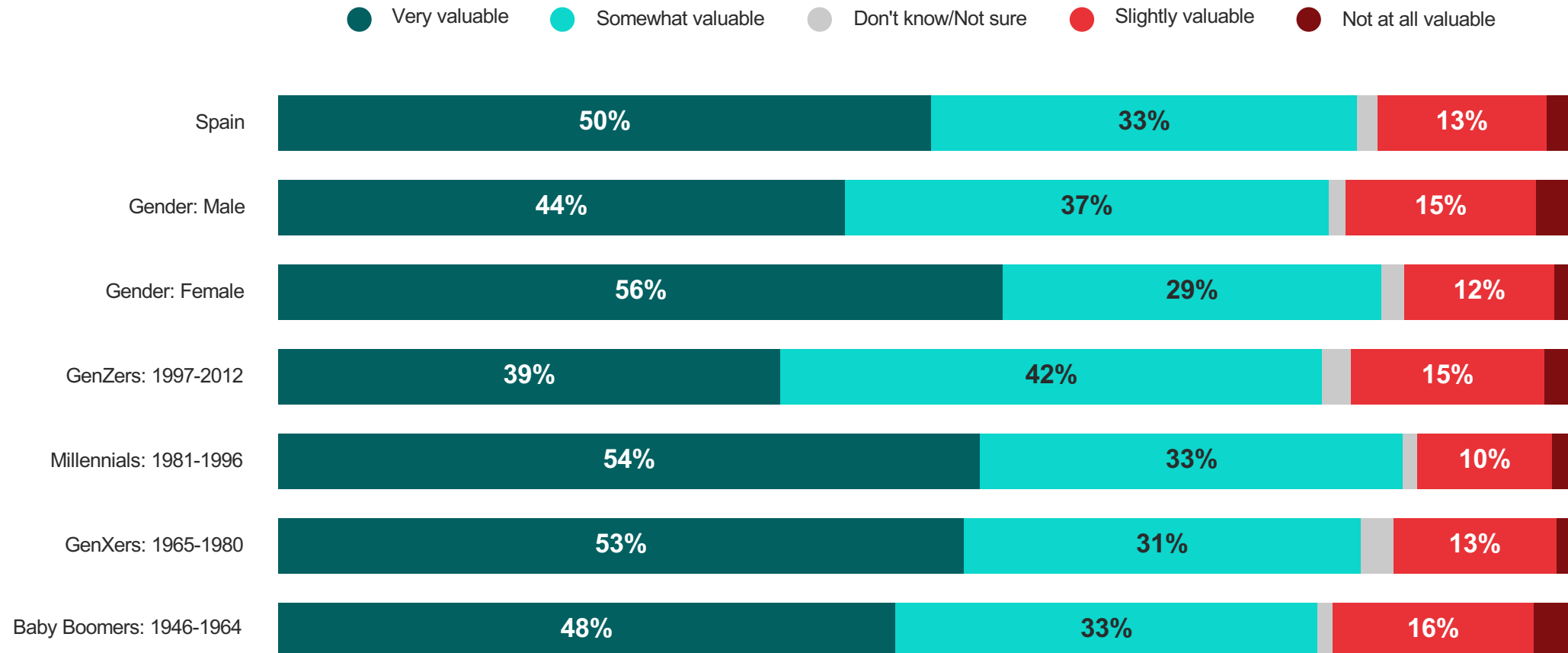


Spain - Dec 2020



Spanish women (56%) are especially likely to say that learning information about the farmers that grow their food is 'very valuable'

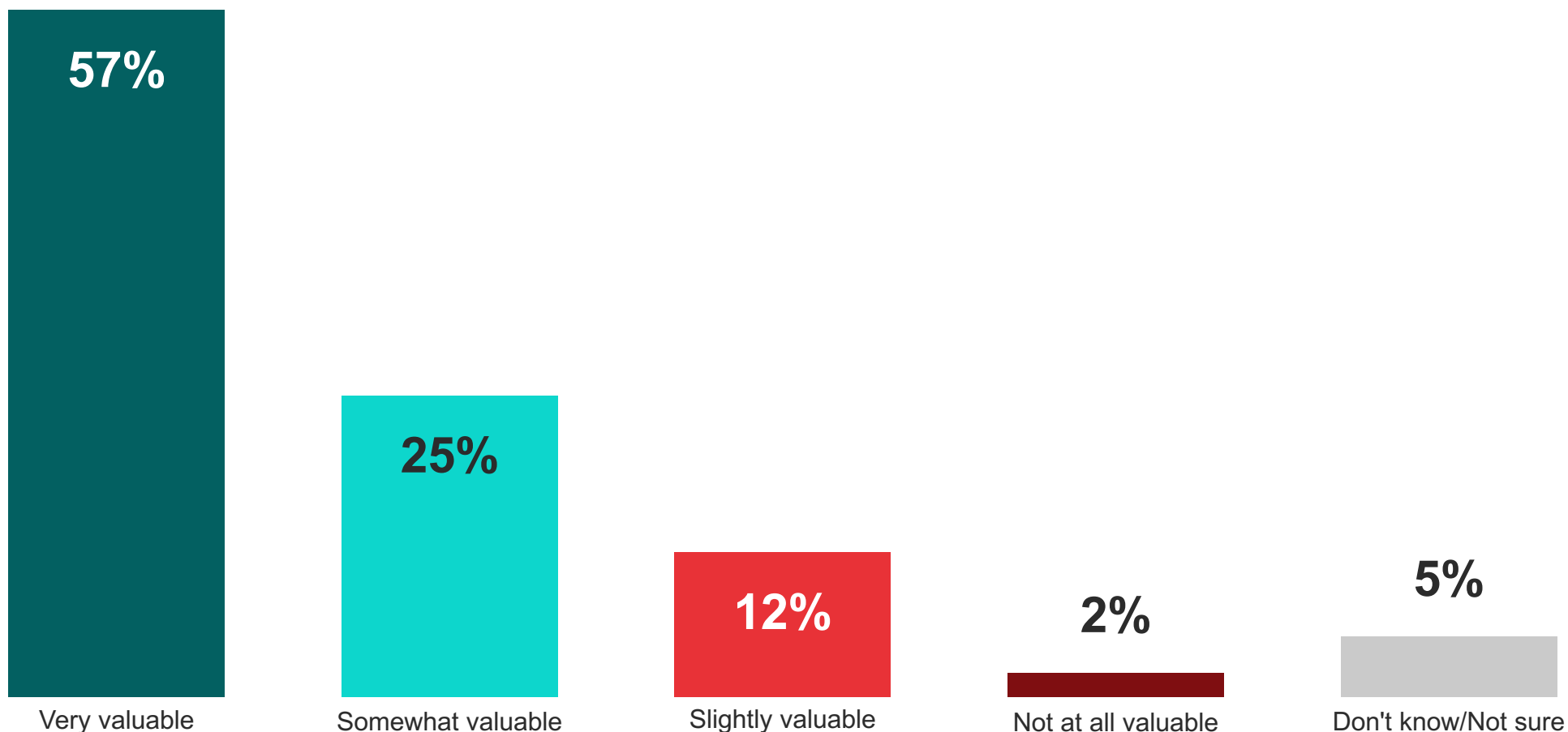
How valuable is it that you be able to learn information about the farmers that grow your food?



BLOCKCHAIN & FOOD PROVENANCE

Eight in ten (82%) Spanish adults say that it is valuable for their food to be traceable on blockchain

How valuable is it to you that your food be traceable on the blockchain, allowing public health authorities to identify the source of food-borne illnesses and allowing you to identify if your food may be impacted by a recall?

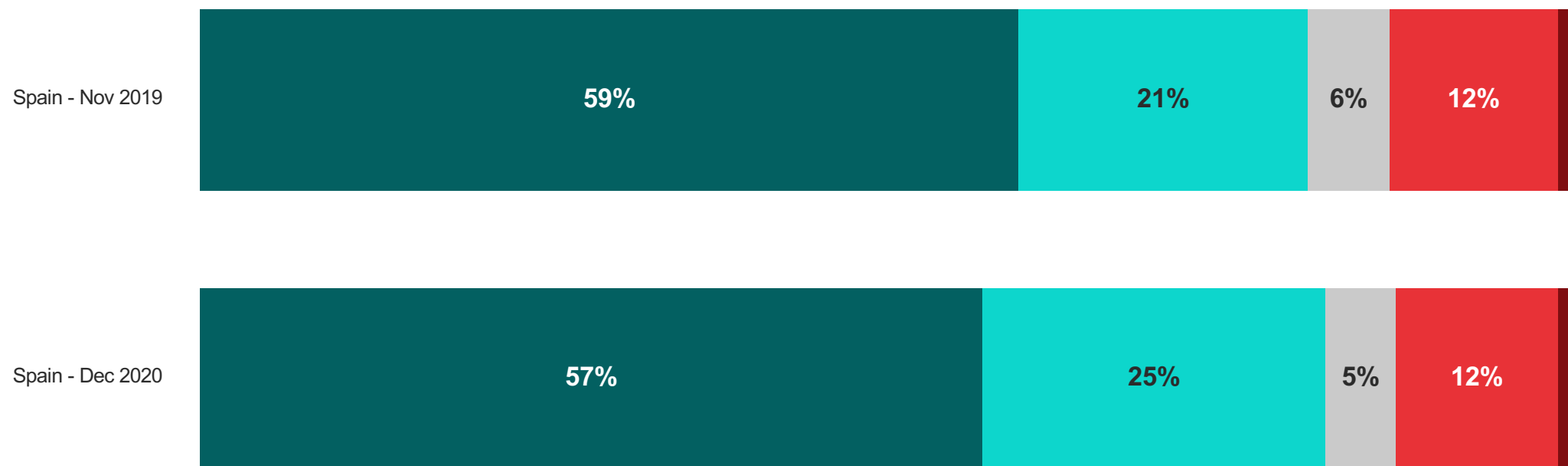


BLOCKCHAIN & FOOD PROVENANCE

Spanish adults in 2020 are as likely as adults in 2019 to say that having food be traceable on blockchain would be valuable (82% vs 80%)

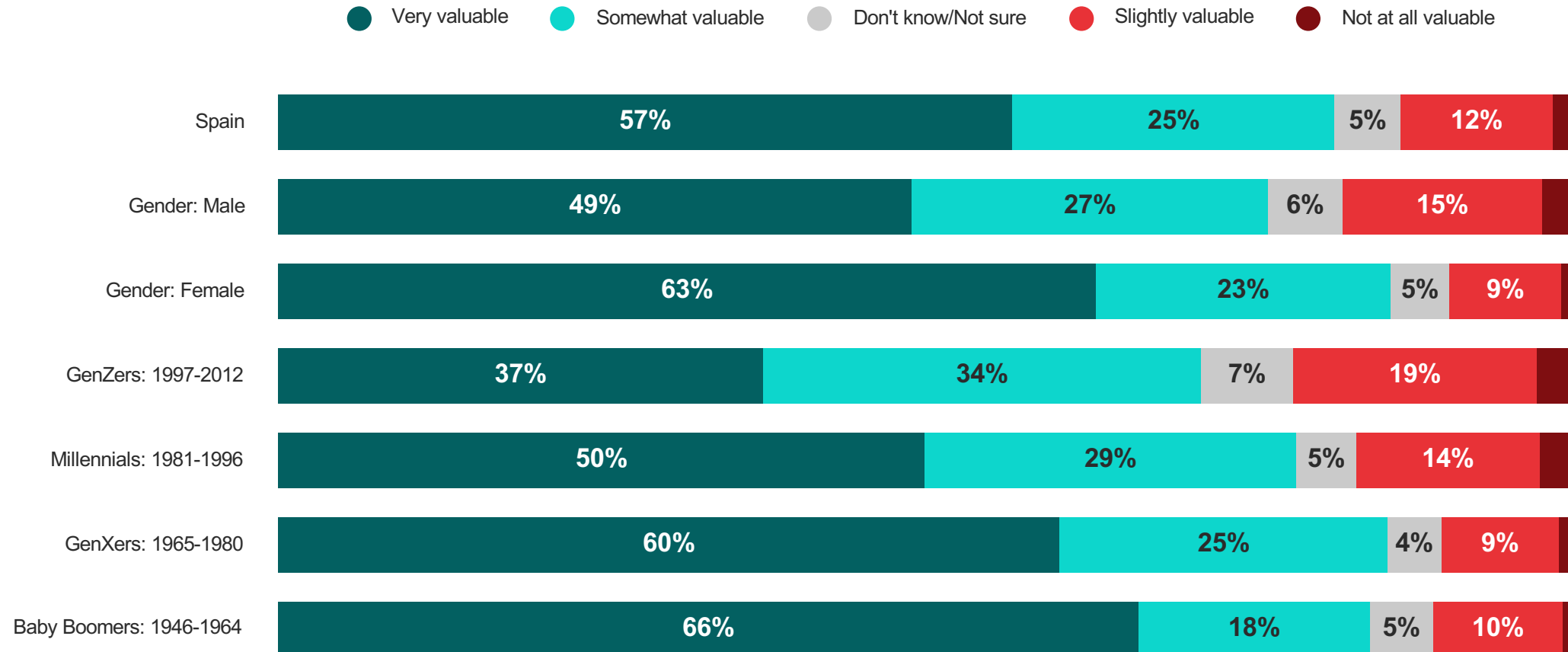
How valuable is it to you that your food be traceable on the blockchain, allowing public health authorities to identify the source of food-borne illnesses and allowing you to identify if your food may be impacted by a recall?

Very valuable Somewhat valuable Don't know/Not sure Slightly valuable Not at all valuable



Women in Spain are more likely than men to say that their food being traceable on blockchain is 'very valuable', while GenZers are less likely than older adults to say so

How valuable is it to you that your food be traceable on the blockchain, allowing public health authorities to identify the source of food-borne illnesses and allowing you to identify if your food may be impacted by a recall?



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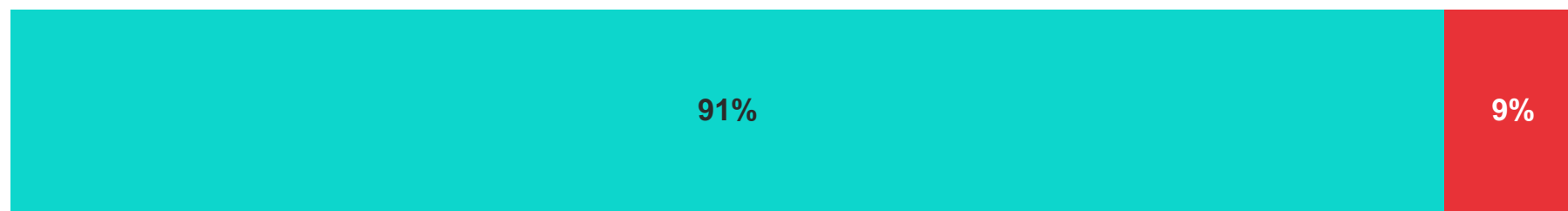
FOOD RESPONSIBILITY DURING THE HOLIDAYS

Nine in ten Spanish adults reported they celebrate Christmas in either a religious or cultural capacity in 2019 (91%) and 2020 (90%)

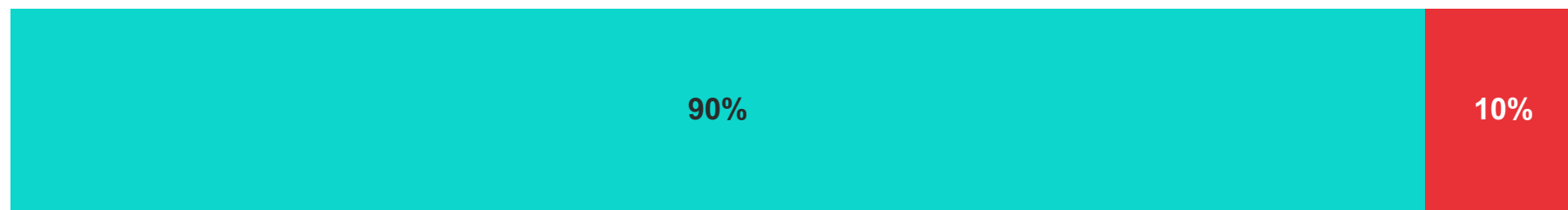
Do you currently celebrate Christmas, whether in a religious or cultural capacity?

● Yes ● No

Spain - Nov 2019



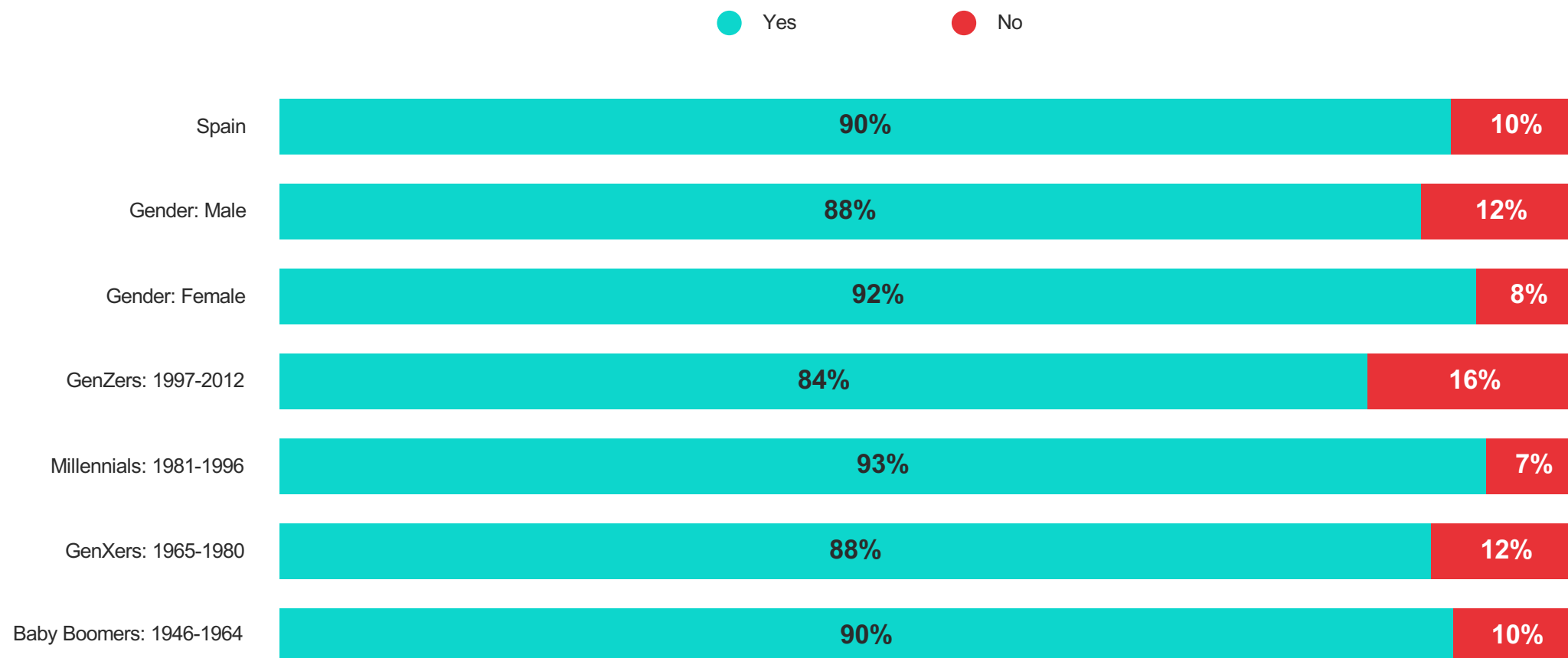
Spain - Dec 2020



FOOD RESPONSIBILITY DURING THE HOLIDAYS

A majority of Spanish respondents across all demographics celebrate Christmas in either a religious or cultural capacity

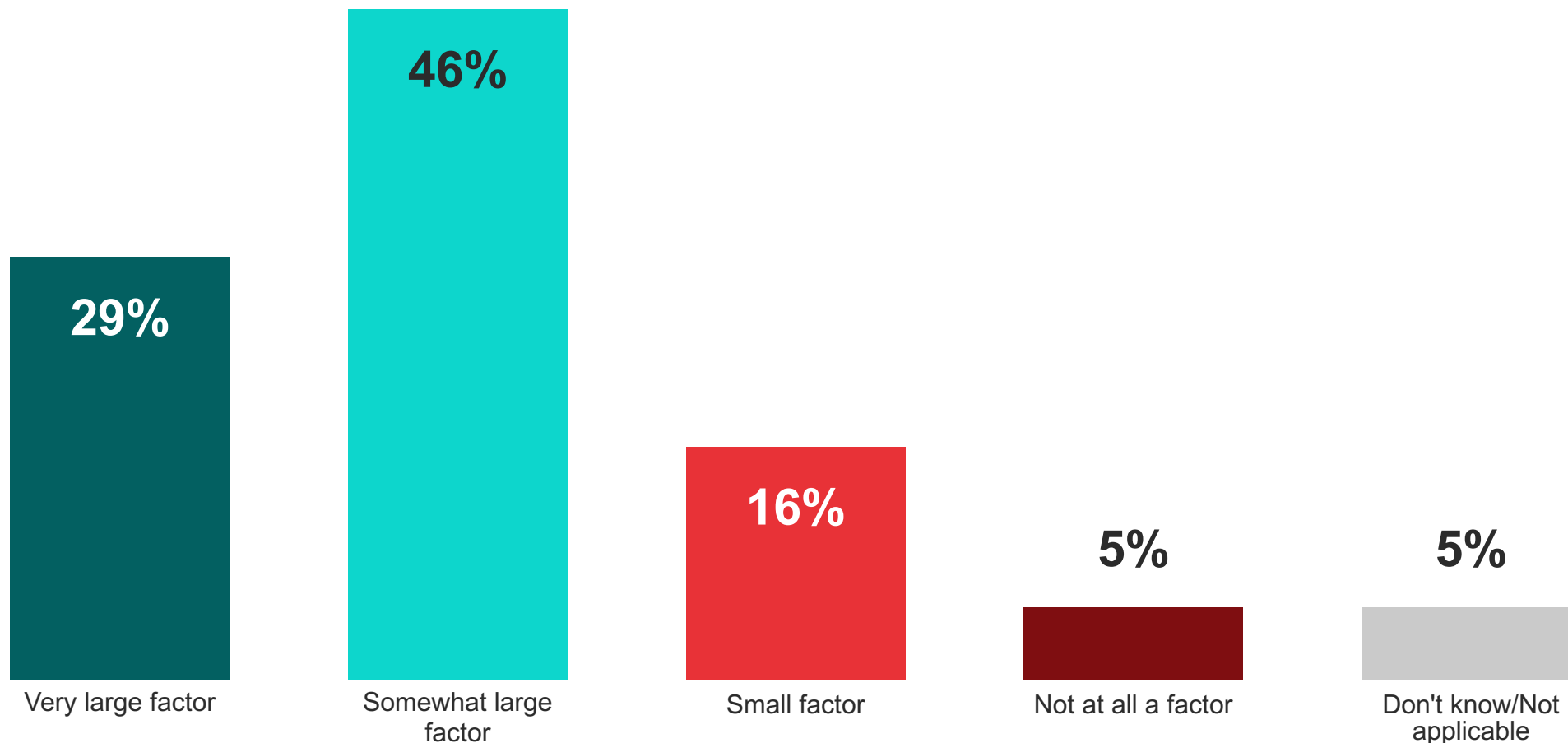
Do you currently celebrate Christmas, whether in a religious or cultural capacity?



FOOD RESPONSIBILITY DURING THE HOLIDAYS

Three in four Spanish adults (75%) say environmental sustainability is an important factor when purchasing Christmas dinner or other festive meals

Thinking about the December holiday period, how much of a factor is environmental sustainability when it comes to purchasing your Christmas dinner or other festive meal essentials?

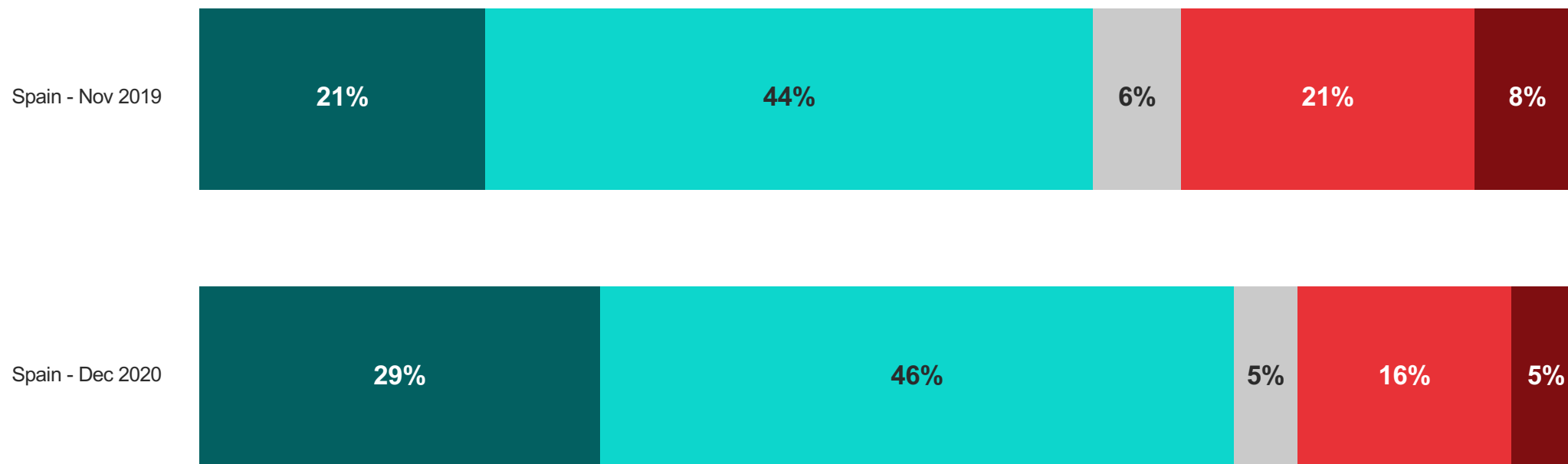


FOOD RESPONSIBILITY DURING THE HOLIDAYS

Spanish adults are more likely to say that environmental sustainability is an important factor when purchasing their Christmas dinner in 2020 (75%) compared to 2019 (65%)

Thinking about the December holiday period, how much of a factor is environmental sustainability when it comes to purchasing your Christmas dinner or other festive meal essentials?

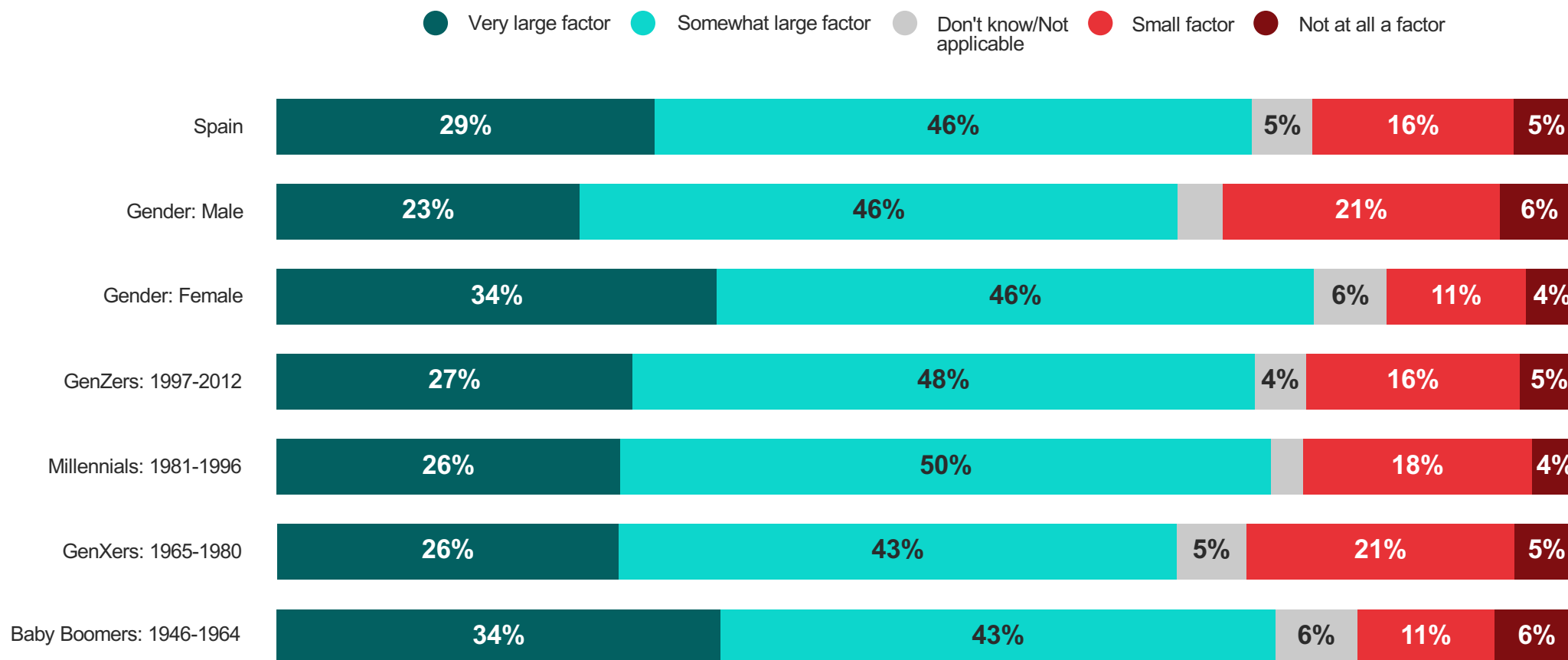
Very large factor Somewhat large factor Don't know/Not applicable Small factor Not at all a factor



FOOD RESPONSIBILITY DURING THE HOLIDAYS

Spanish women (80%) and Baby Boomers (77%) are most likely to say environmental sustainability is a very large or somewhat large factor in their Christmas dinner shopping

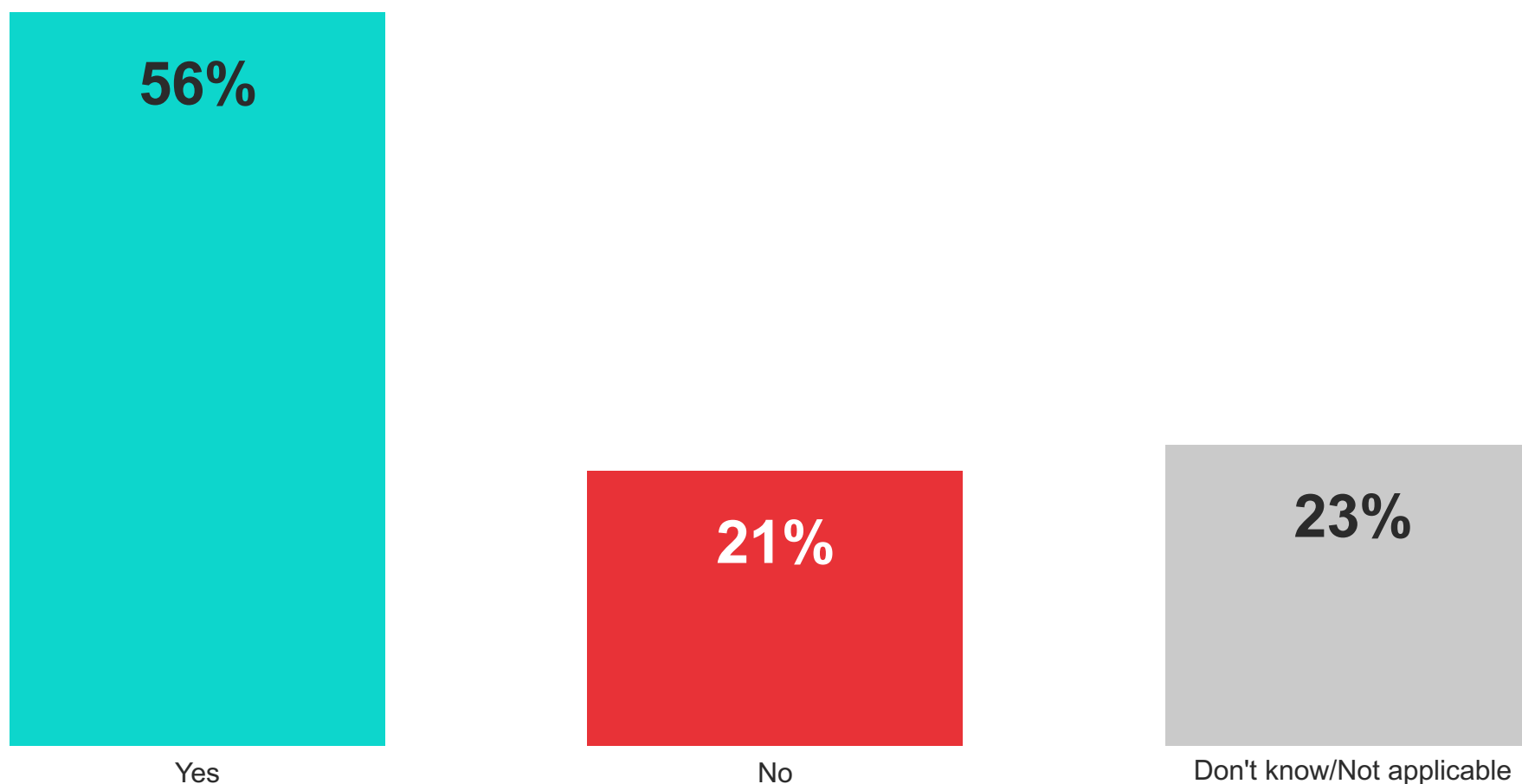
Thinking about the December holiday period, how much of a factor is environmental sustainability when it comes to purchasing your Christmas dinner or other festive meal essentials?



FOOD RESPONSIBILITY DURING THE HOLIDAYS

Over half (56%) of Spanish adults would consider changing ingredients in their Christmas dinner to be more sustainable

Would you consider changing the ingredients in your Christmas dinner or other festive meals to be more sustainable?

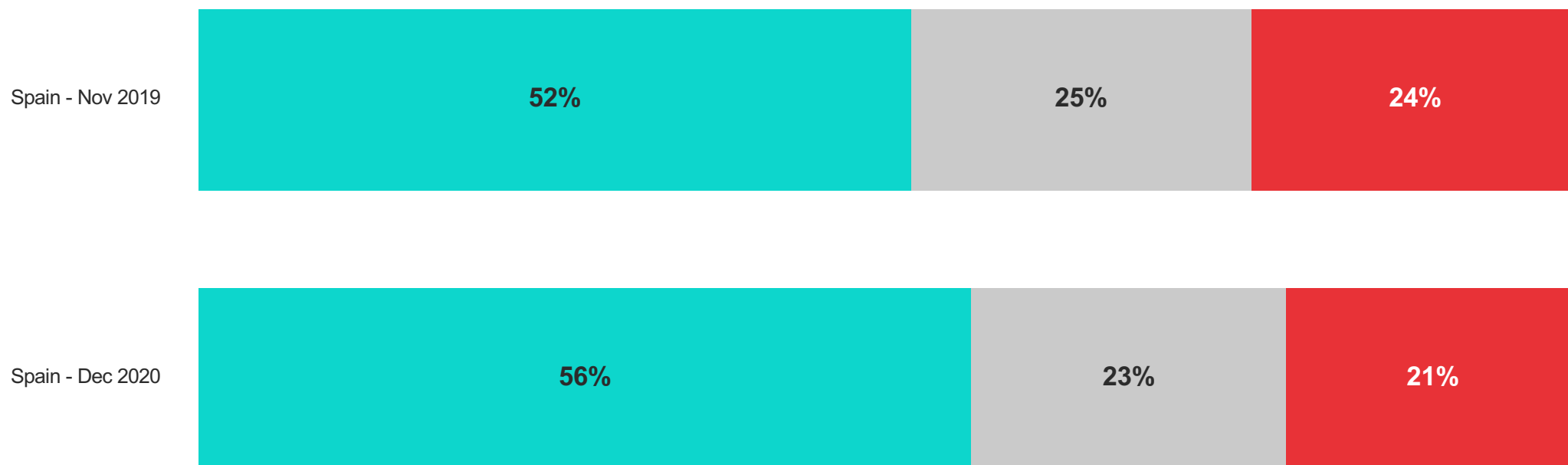


FOOD RESPONSIBILITY DURING THE HOLIDAYS

Spanish respondents in 2020 are 4 points more likely than those in 2019 to consider changing the ingredients in their Christmas dinner to be more sustainable

Would you consider changing the ingredients in your Christmas dinner or other festive meals to be more sustainable?

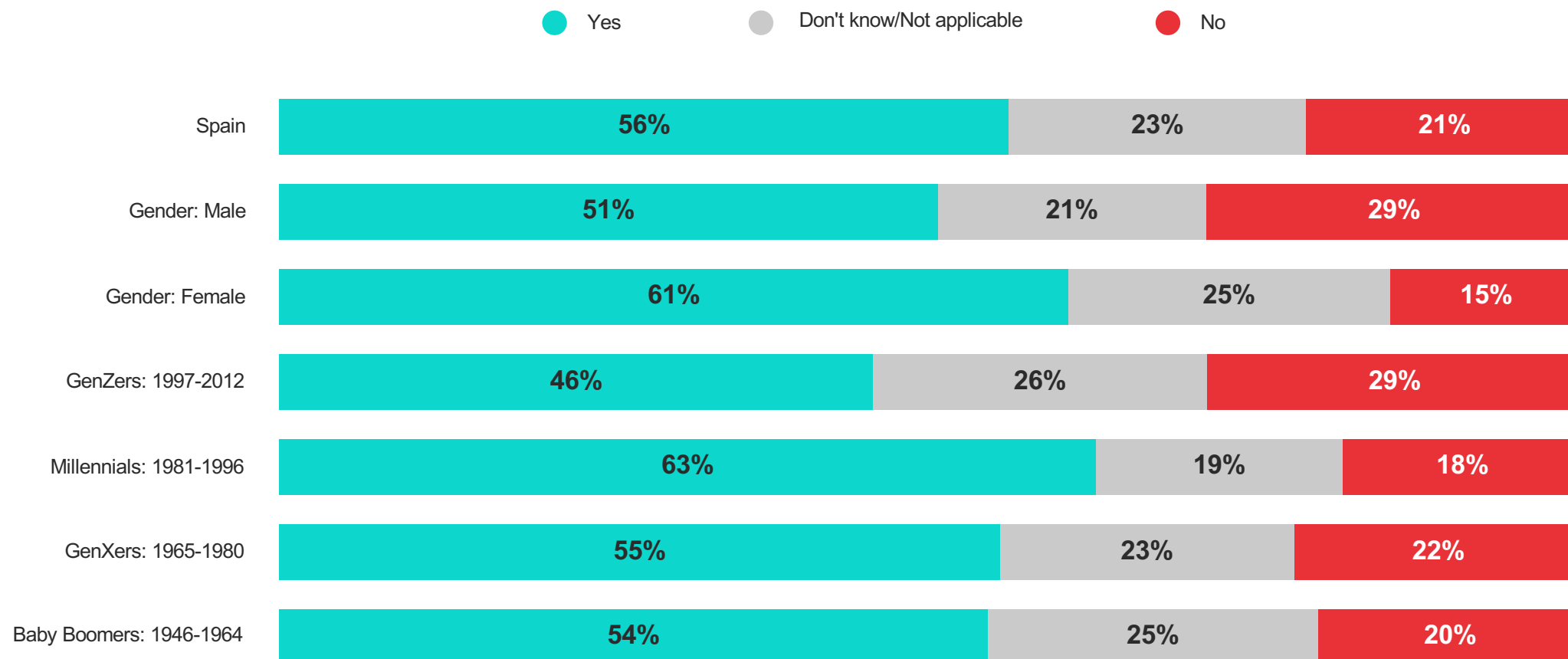
● Yes ● Don't know/Not applicable ● No



FOOD RESPONSIBILITY DURING THE HOLIDAYS

Women (61%) and Millennials (63%) in Spain are the most likely to consider changing the ingredients in their Christmas dinner or festive meal to be more sustainable

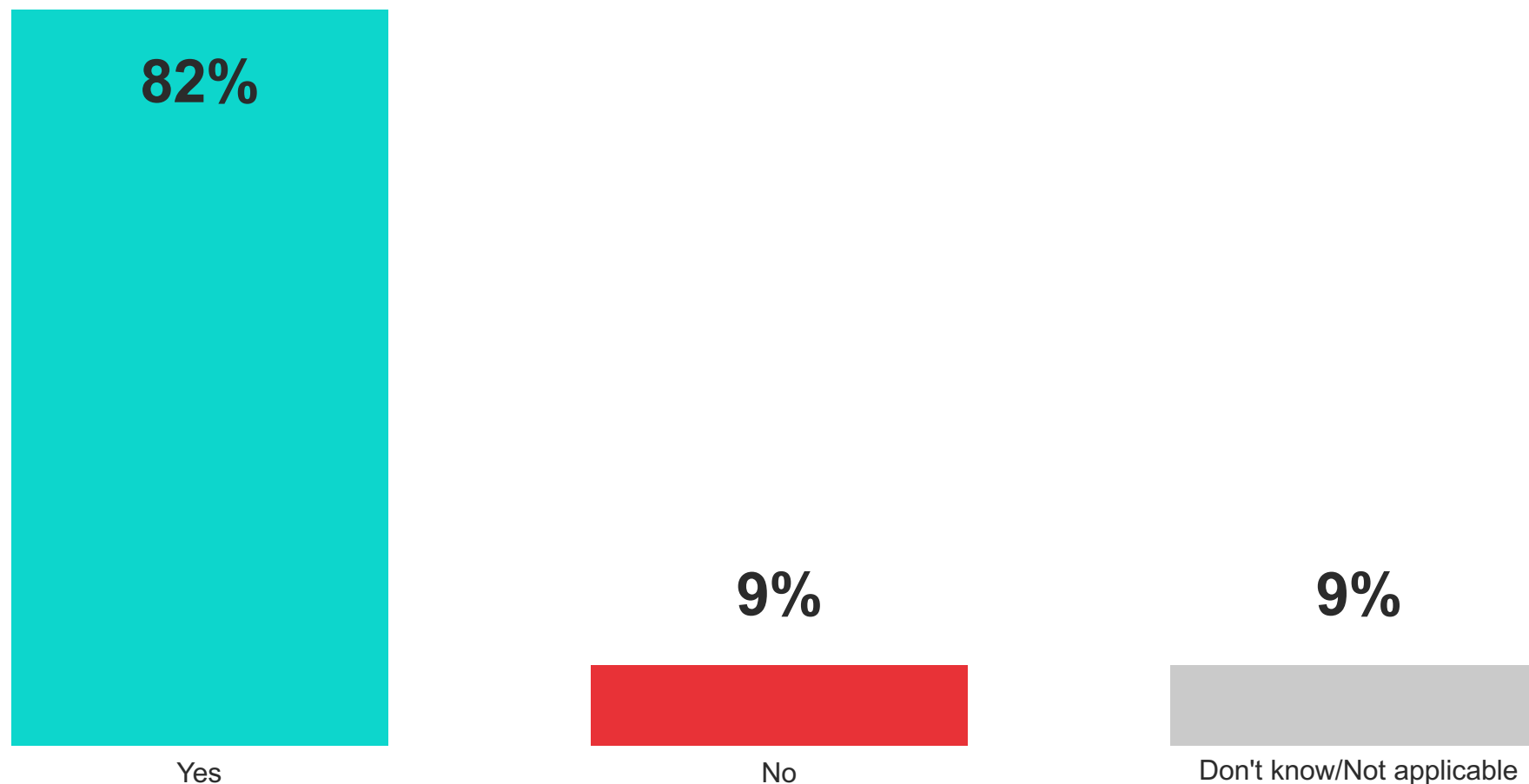
Would you consider changing the ingredients in your Christmas dinner or other festive meals to be more sustainable?



FOOD RESPONSIBILITY DURING THE HOLIDAYS

Over four in five (82%) Spanish adults would like to know more about where the food they eat for Christmas comes from

Would you like to know more about where the food you eat for your Christmas dinner or other festive meals has come from?



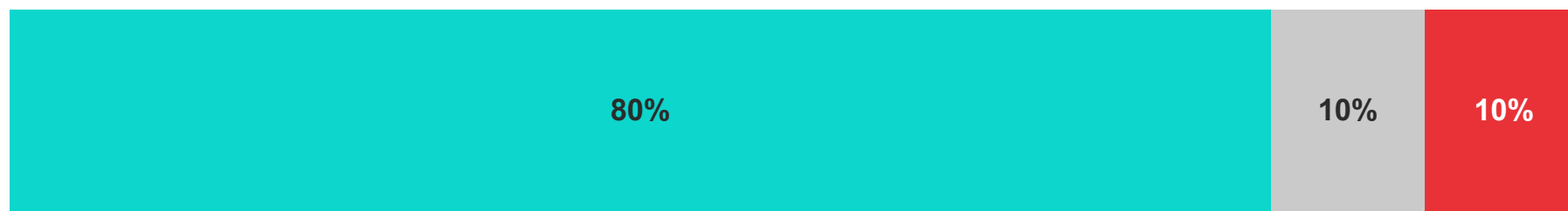
FOOD RESPONSIBILITY DURING THE HOLIDAYS

Over four in five respondents in 2019 (80%) and 2020 (82%) would like to learn more about where their Christmas meal comes from

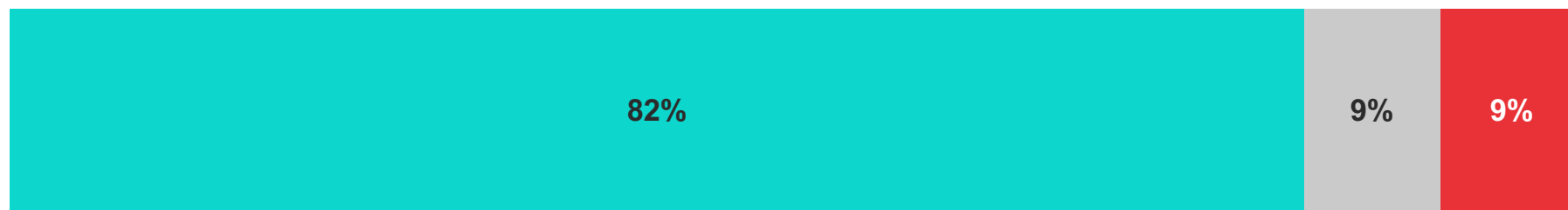
Would you like to know more about where the food you eat for your Christmas dinner or other festive meals has come from?

● Yes ● Don't know/Not applicable ● No

Spain - Nov 2019



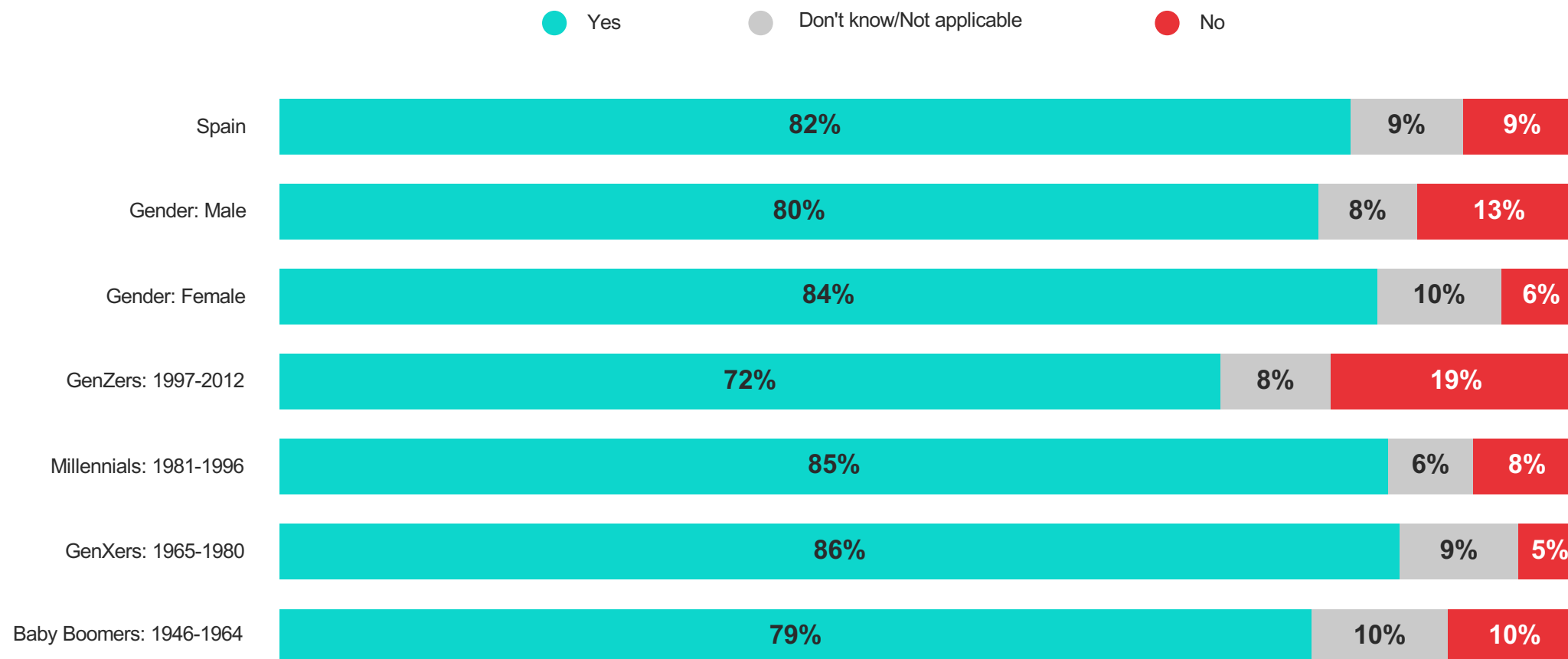
Spain - Dec 2020



FOOD RESPONSIBILITY DURING THE HOLIDAYS

Women (84%), Millennials (85%), and GenXers (86%) are most likely to want to know more about where their Christmas dinner or festive meals comes from

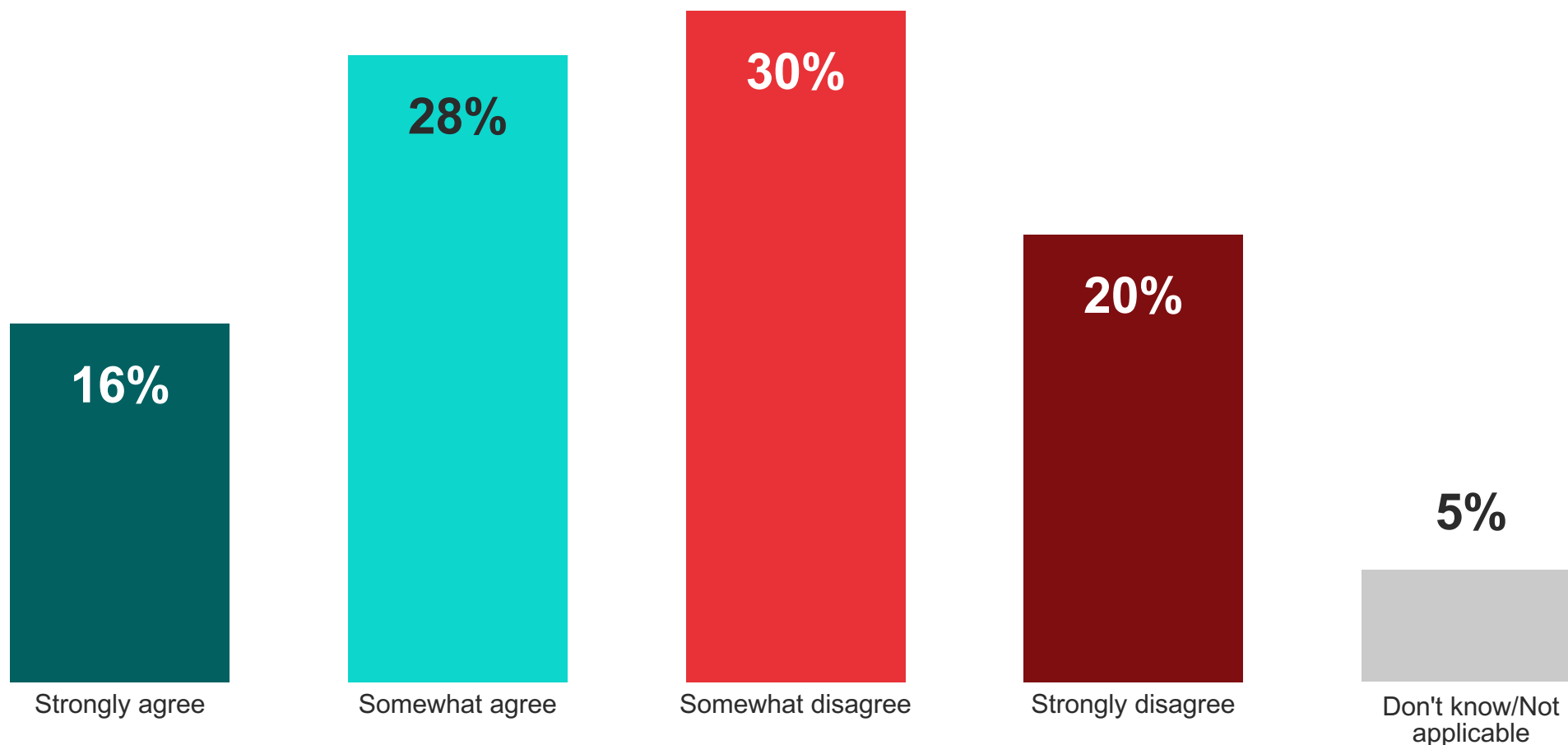
Would you like to know more about where the food you eat for your Christmas dinner or other festive meals has come from?



FOOD RESPONSIBILITY DURING THE HOLIDAYS

Four in ten (44%) respondents say they are more environmentally conscious around the holidays, but 50% disagree they are more conscious about being environmentally friendly

How far do you agree or disagree with the following statement?: I am more conscious about being environmentally friendly during the December holidays than I am during the rest of the year.

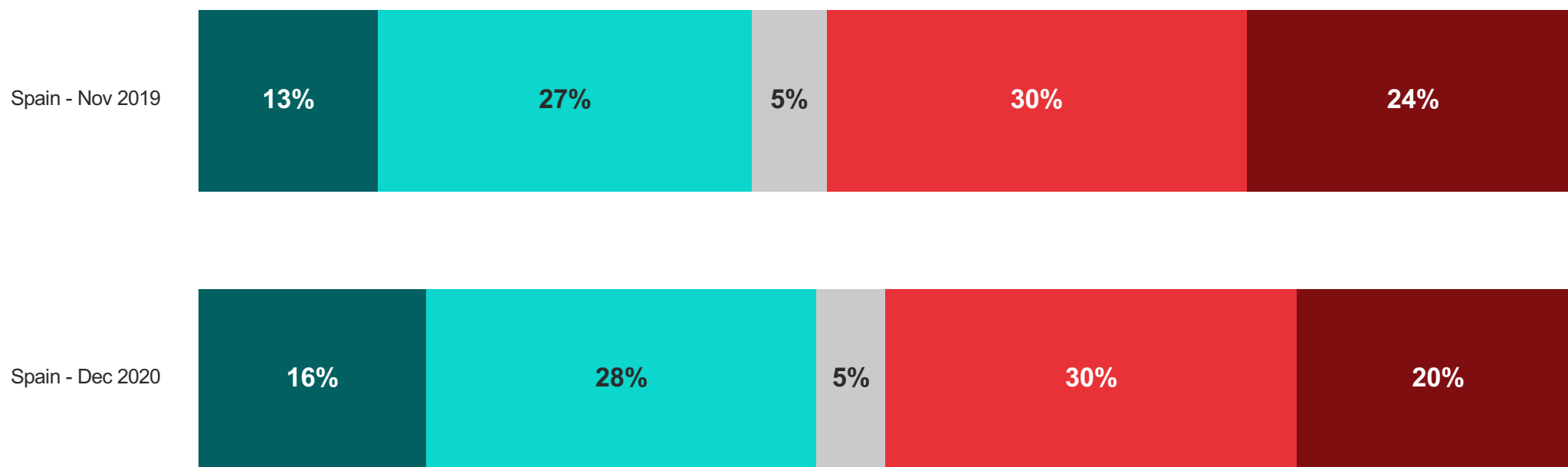


FOOD RESPONSIBILITY DURING THE HOLIDAYS

Spanish adults in 2020 are 4 points more likely than those in 2019 to say they are more environmentally friendly during the holiday season, but over half disagree they are more conscious about being environmentally friendly during the holidays

How far do you agree or disagree with the following statement?: I am more conscious about being environmentally friendly during the December holidays than I am during the rest of the year.

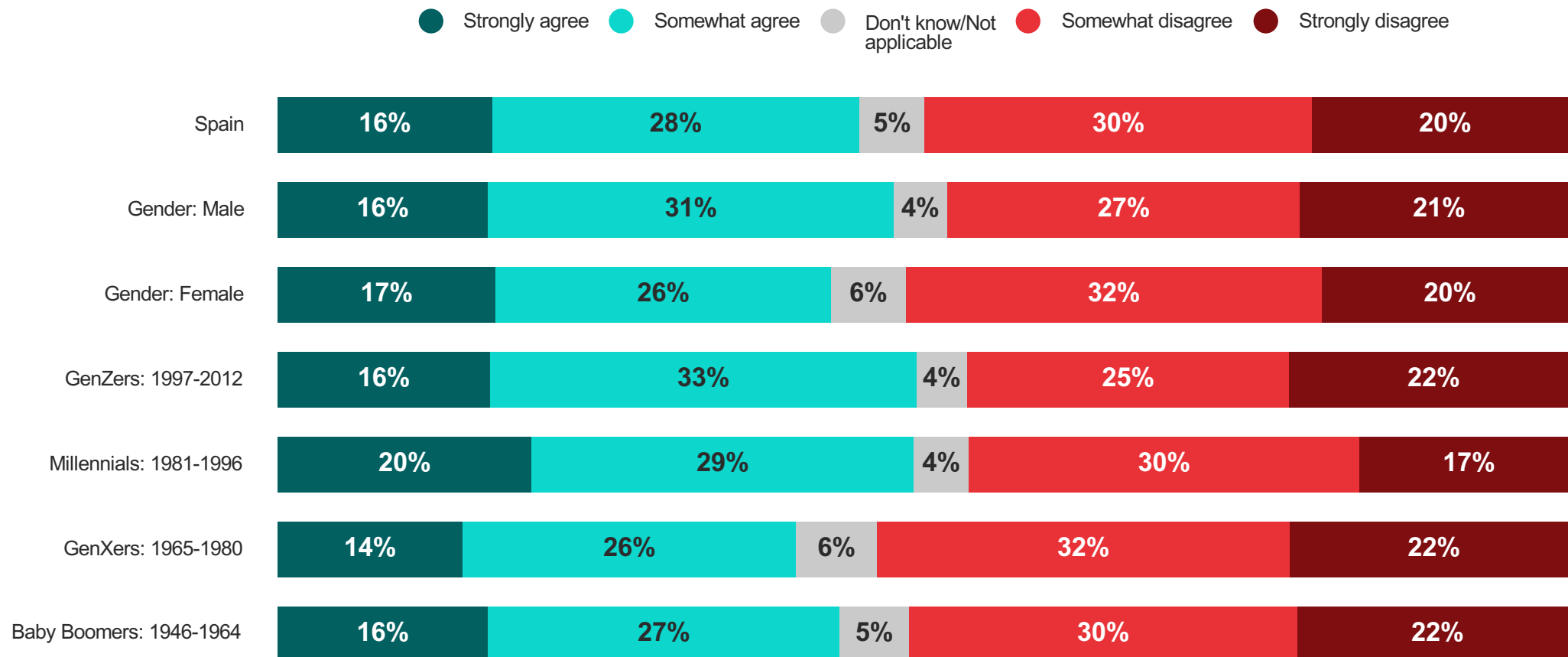
● Strongly agree ● Somewhat agree ● Don't know/Not applicable ● Somewhat disagree ● Strongly disagree



FOOD RESPONSIBILITY DURING THE HOLIDAYS

Spanish men (47%), GenZers (48%) and Millennials (49%) are most likely to say they are more environmentally conscious during the holidays, but a majority across all demographics disagree they are more environmentally conscious during the holidays

How far do you agree or disagree with the following statement?: I am more conscious about being environmentally friendly during the December holidays than I am during the rest of the year.



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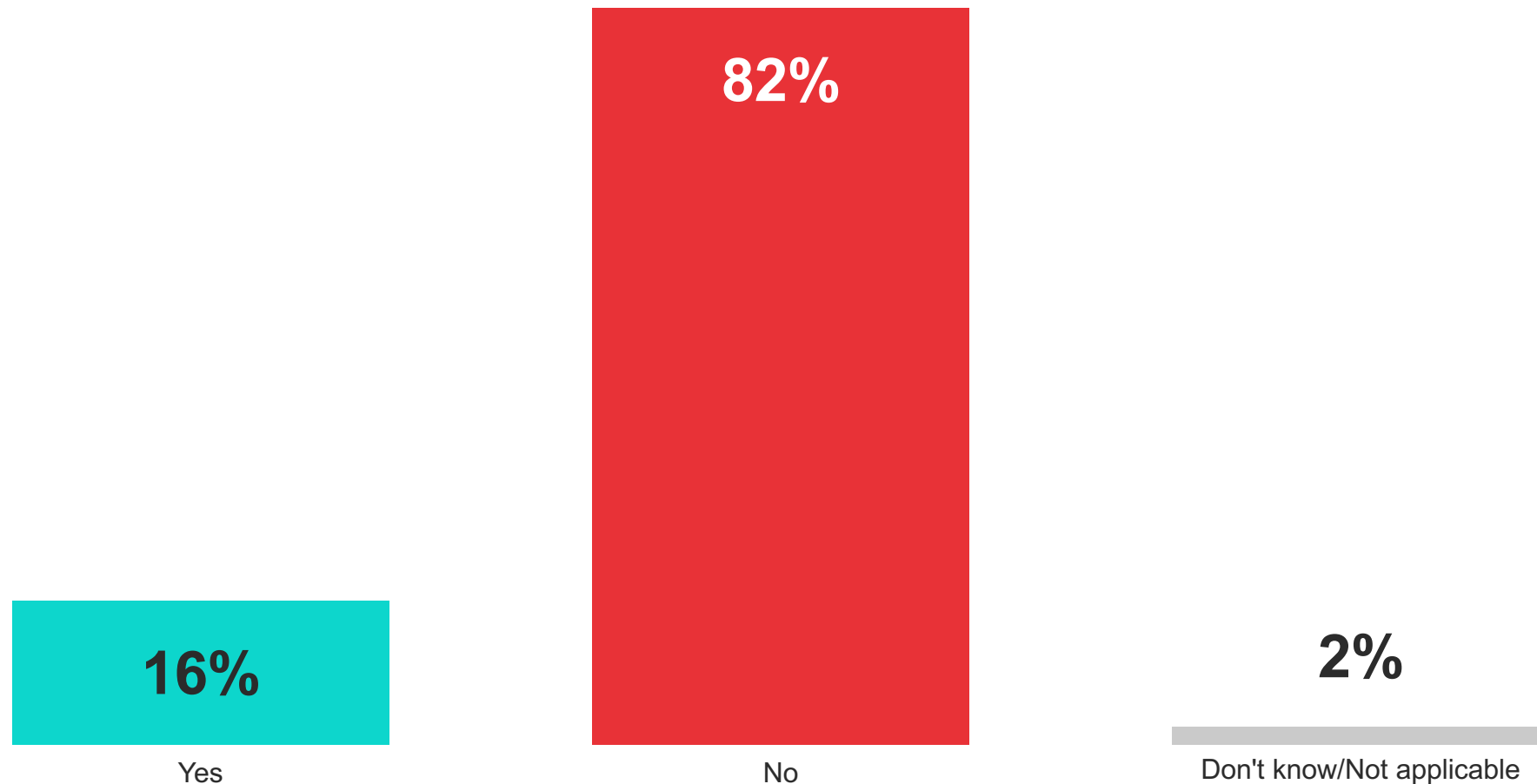
IMPACT OF COVID-19

CONCERNS WITH FOOD
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The vast majority (86%) of Spanish adults have not experienced any issues with food supply or restrictions as a result of the pandemic

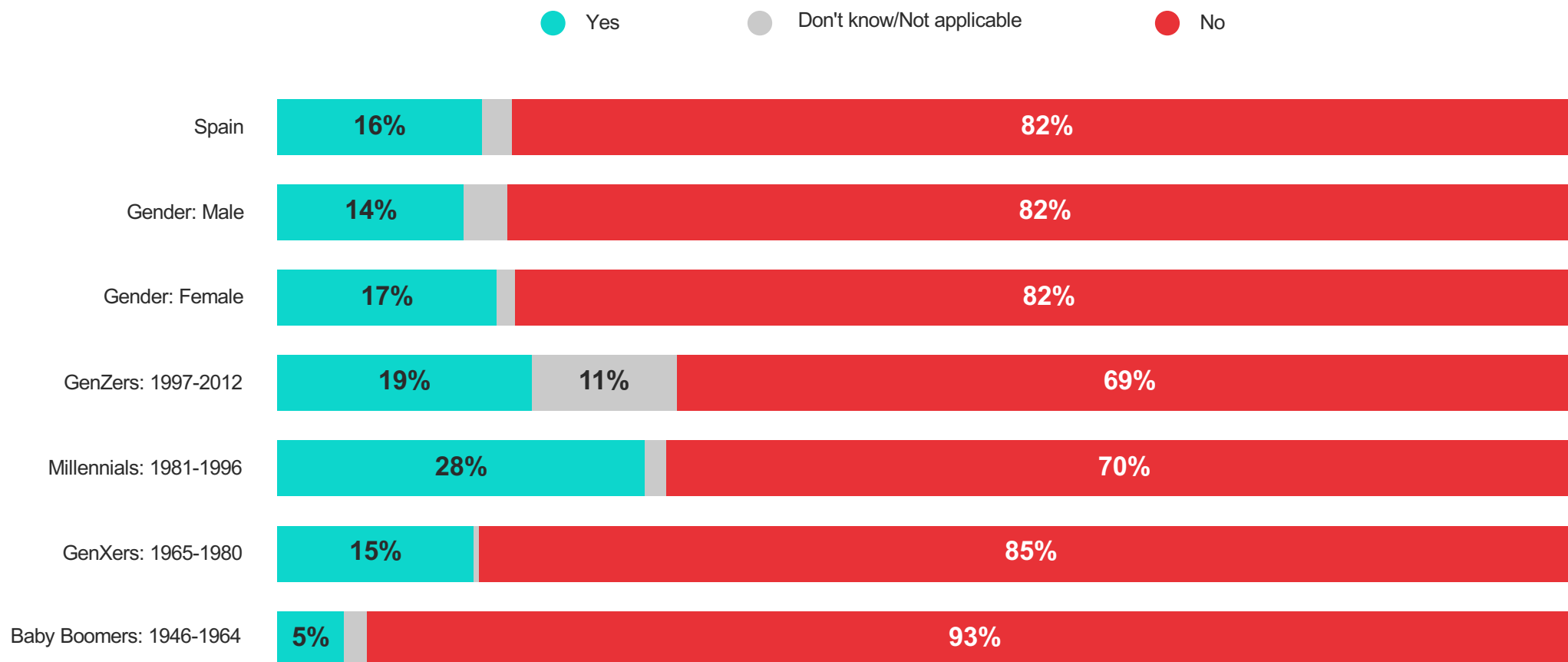
Have you experienced any issues with food supply or restrictions as a result of the COVID-19 pandemic?



IMPACT OF COVID-19

A majority of Spanish respondents across all demographics have not experienced any issues with food supply or restrictions as a result of COVID-19, but younger generations, especially Millennials, are more likely than older adults in Spain to say they have experienced food supply issues

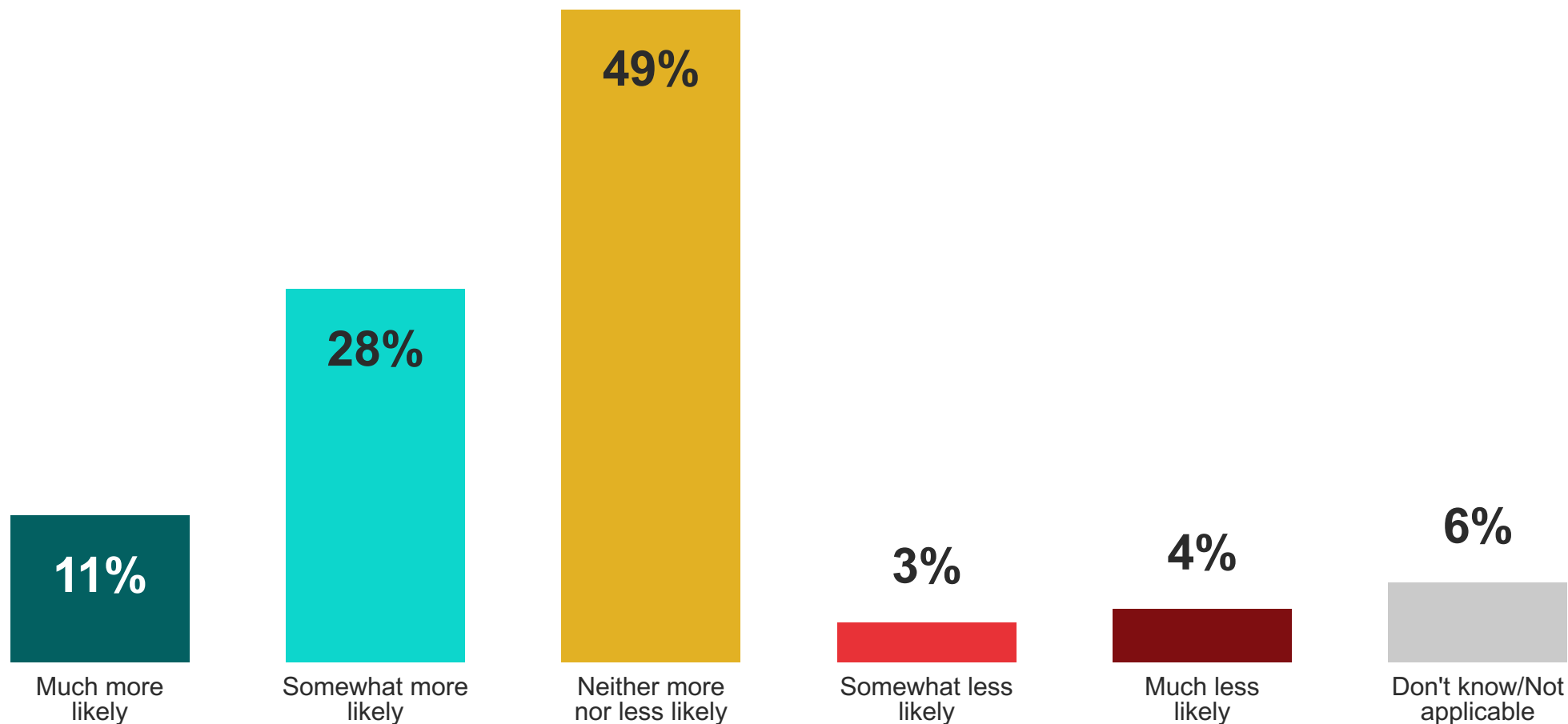
Have you experienced any issues with food supply or restrictions as a result of the COVID-19 pandemic?



IMPACT OF COVID-19

Four in ten (39%) Spanish adults say that they are more likely to care about the sustainability of their food as a result of their experiences with Covid-19, but nearly half (49%) are neither more nor less likely to care about the sustainability of their food as a result of the pandemic

Have any experiences with food supply or potential restrictions as a result of COVID-19 made you more or less likely to care about the sustainability of your food?



IMPACT OF COVID-19

Nearly half (47%) of Millennials in Spain report that they care more about sustainability as a result of the pandemic, but a plurality across all other demographics are neither more nor less likely to care about the sustainability of their food as a result of the pandemic

Have any experiences with food supply or potential restrictions as a result of COVID-19 made you more or less likely to care about the sustainability of your food?

