

Motivational Bases of Consumer Concerns about Animal Welfare
- the German Laddering Interviews Report¹

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Section I: Introduction

1.1 Background (literature & focus group report findings)

The literature review revealed that attitudes towards modern husbandry practices are clearly negative. This is for instance reflected in the commonly used critical term 'factory farming' (Massentierhaltung). Modern husbandry practices are believed to hardly respect animal welfare. Also animal health is seen to poor and food safety threatened. Both aspects, poor animal welfare in itself and unhealthy practices are important. People advocate political action to improve husbandry practices and animal welfare. A sense of obligation is identified for humans to provide good welfare for animals to serve human needs.

The chapter on food products in the literature review revealed that the image of meat deteriorated over the last twenty years and also the kind of negative meat image factors changed. Health and food safety issues were identified as important reasons for distrust, deteriorated image and perceived quality of meat. Animal welfare issues were less clearly, but nevertheless still found to be relevant in these respects, too: Distrust of animal products hinged less on individual products than on a generally negative perception of husbandry practices, which might also be due to animal welfare reasons. In most studies questions about animal welfare were not directly posed but rather implied in terms like 'free-range'. 'Free range' was e.g. found to be on the fifth importance rank from a set of twelve product and process quality criteria. A survey which included 50% animal-friendly meat shoppers found the animal welfare related quality criteria 'careful transport & and slaughter' and 'husbandry which respects animal needs' to be among the three most important meat quality criteria from a given list, very much on the same rank as 'no fed antibiotics'. An earlier study from the eighties inquired into purchase motives of battery and barn egg purchasers. An open ended question found 'price' to be the most important motive for conscious battery egg purchasers and the welfare related 'more appropriate keeping', to be the most important motive for conscious barn egg purchasers. The importance of animal welfare as a purchase criterion is mixed for both open and closed end questions, but closed-ended questions clearly make it more important.

Further evidence suggests that people believe animal friendly produced products to be healthier and taste better. Local or home-country origin was e.g. associated with better keeping conditions for animals.

The literature review identified a significant gap between the often measured high consumer concerns about animal welfare in food production and relatively low market share for animal friendly products. Lack of knowledge about what product labels really mean was, for 1994 and 1998, identified as an important obstacle to buying eggs regarded as more animal friendly. Mislead purchase decisions probably also explain to some extent that self-reported purchase behaviour for eggs is exaggerate when compared to market shares. Availability of free-range eggs was not considered an important obstacle by a majority of respondents in a survey conducted in 1996.

The focus group discussion confirmed the importance of health and food safety issues for food choice and also the negative perception of modern, in contrast to traditional husbandry and food production practices. Animal welfare was spontaneously not the most important issue, but was nevertheless spontaneously mentioned in all female groups – it was thus spontaneously mentioned more often than BSE and almost as often as the issue of genetically modified organisms. In the ensuing discussion animal suffering and poor welfare in modern production systems was criticised and it was demurred that animals were not treated as an end in themselves but exploited. Humans were seen to be responsible for the welfare of animals. However, slaughter itself was not accepted to be an ethical problem, i.e. it was not seen as problematic in itself that humans eat animals.

People in the focus groups nearly unanimously expressed empathic feelings and were deeply concerned about the welfare of the animals when they were confronted with video images of production systems – reactions to the video were in this respect very distinct from the general discussion on food. As in the literature review the level of concern about animal welfare clearly depended on how concern was measured.

What did people see important for animal welfare? Animals should have the opportunity to express natural behaviour, like unrestricted movement, dust bathing, they should be provided access to fresh and natural food and daylight. Hygiene should be assured. Both human care and the opportunity for the animals to decide what to do for themselves were seen important.

Perceived consequences of buying better animal welfare products were not only self-centred in the form of better taste, quality and healthier products but also had the form of simply feeling better and having a good conscience. Mentioned obstacles for purchasing more animal-friendly products or purchasing less animal products are lack of imagination and disassociation of the product from the animal, good taste, good nutritional value of animal products, everyday problems that absorb ones energy, low trust in claims about better produced products, perceived inconsistent marketing (e.g. well produced meat pre-packaged) and higher price. Many participants inferred the standard of animal welfare from the source of purchase and how much they trusted it.

1.2 Aims of the interviews

Aims of this stage of the project are:

- To further investigate the issues identified in the focus groups of the previous project stage.
- To identify differences in beliefs and concerns about animal welfare between consumers within and across the study countries.
- To identify consumer concerns about animal welfare for particular animal-based food products.
- To assess the relationship between concerns about animal welfare, changes in the methods applied in animal production and choice of animal-based food products.
- To guide the development of the questionnaire employed in the representative sample survey in the next project stage.

The laddering methodology with its theoretical underpinnings from means-end-theory was employed in a modified form. This approach was thought suitable, since the laddering technique in its traditional form links products with consequences for consumers and these in

turn to consumer values - and both consequences and values can be thought of as determinants of purchase behaviour. Therefore both consumer concerns about animal welfare and related choice determinants for animal products were expected to be illuminated further with a laddering approach.

1.3. Means-end chain theory (animal welfare as product attribute)

Means-end chain theory stipulates that consumers evaluate products with certain concrete or abstract attributes because these have certain self-relevant functional or psychosocial consequences (benefit components), which in turn serve personal instrumental or terminal values. It is close to expectancy value theory. It can also be interpreted as a kind of mental or semantical map theory. From this angle, a means-end chain can be interpreted as an excerpt of a semantical map, which represents cognitive structure.² Thus means-chains would be a model of how consumption relevant information is stored in memory. It can be debated whether means-end chains provide the most appropriate model of cognitive structure in the context of consumer behaviour. Research in this respect is still needed. According to an alternative motivational view means-end chains are concerned with obtaining insight into consumers' buying motives.³

In the present study the ambitious goal to explain consumer behaviour towards animal products in general⁴ was modified in order to be able to concentrate more on animal welfare as a product attribute and connected associations. Animal welfare is no tangible product attribute: Neither before nor after the purchase of an animal product can a consumer really see from the product itself whether it has been produced in accordance with good animal welfare. Animal welfare as an attribute is therefore neither a search nor an experience property of products but must be considered a credence good.

² Herrmann, Andreas, Nachfrageorientierte Produktgestaltung – Ein Ansatz auf Basis der "means end"-Theorie, Wiesbaden: Gabler, 1996, pp. 53 ff.

³ Grunert, K.G., Grunert, S.C., Sorensen, E., Means-end chains and laddering: An inventory of problems and an agenda for research, working paper no. 34, 1995, pp. 3-7.

⁴ A laddering study which fulfils this goal more and provides an indication of the role of the 'animal-friendly' attribute among a wider set of product attributes is reported in: Steenkamp, J-B. E.M., Grunert, K.G., A consumer-led approach to marketing beef in the EU, research report supported by the Commission of the European Communities, contract no. AIR2-CT94-1066.

Section II: Method

2.1 Selection of participants (demographics, etc.)

Interviews and recruitment took place in Kiel from early September to early December 1999. Participants were recruited with a standardised recruitment questionnaire (see Appendix) in a variety of locations and at various times. A financial incentive of DM 20,- was offered if the recruitment questionnaire was passed successfully. About half the participants were contacted in various public places another half by newspaper adds and leaflets. Street recruitment turned out to be a strenuous and time consuming task. A clear majority of people did not fulfill all recruitment criteria. C2DE class people were particularly hard to recruit on the street. Therefore the newspaper adds were targeted at the C2DE group.

Age (25 – 39 or 40 – 60) and social class (ABC1 or C2DE) were used as demographic criteria to recruit fifteen people for each of the following groups: 1. younger and DEC2, 2. older and DEC2, 3. younger and ABC1, 4. older and ABC1.

Various professions, particularly those in the food and farming sector were excluded from the interviews. Students were not allowed to participate, since there was a danger to recruit too many of them. All participants were targeted to be consumers of animal products, i.e. they had to eat a minimum of 5 of 8 mentioned animal products. Only shoppers were recruited, i.e. people who stated to do half or more of their household's shopping either alone or together with their partner. This excluded a lot of male participants. People who had participated in interviews or focus groups on food issues were also excluded.

A set of attitudinal statements was used to select only people, who were above average concerned about animal welfare. These were thought having most to say on the subject and therefore be of special interest to a qualitative study aimed to tax the ground of thinking about animal welfare in food production. Also it was believed that the laddering procedure would pose difficulties for people with only low concern about animal welfare in food production. Due to these multiple selection criteria, the results of this study must not be mistaken to be representative.

The following table illustrates the demographics and other characteristics of the 60 participants. Later the laddering results in terms of hierarchical value maps will be discussed for the various criteria.

Table 1: Characteristics of participants

AGE	(25-39)	(40-60)		
number of people in category	30	30		
SOCIAL CLASS	(ABC1)	(C2DE)		
number of people in category	30	30		
EDUCATION	Hauptschule (Obligatory)	Realschule (16-18)	Gymnasium (equivalent to A-levels)	University
number of people	12	17	12	19
CHILDREN under 18	(Yes)	(No)		
number of people	33	27		
PETS	(Yes)	(No)		
number of people	29	31		
CONSUMPTION	high (= 46-64)	medium (= 28-45)	low (= 10-27)	
number of people	-	35	25	
CONCERN	high (=25-30)	low (=20-24)		
number of people	51	9		
LIFESTYLE/ PURCHASE	(always buys free-range eggs)	(usually/ sometimes buys free-range eggs)	(never buys free-range eggs)	
number of people	35	18	7	
Gender	female	male		
number of people	44	16		

Some of the criteria mentioned in table1 will now be explained.

Social class was measured by a slightly amended index provided by the market research company GFK. The criteria considered in the index are net household income, occupation and

formal education of the chief household wage earner. Hence social class was measured differently to the other country partners, who used only the occupation criterion.

Education: There are three levels of school degrees in Germany: 1. Hauptschule/Volksschule, 2. Realschule and 3. Abitur/Fachabitur. These and university degrees were used to measure educational level. Professional training degrees were not used as an indicator. 12 years school attendance (practical training included) are obligatory in Germany, a school degree is not. Hauptschule-degree is the most basic school degree, Abitur is required for university entrance.

Consumption: The categories here refer to the consumption question at the end of the questionnaire used in the interview. There are 8 animal products and 8 levels of consumption. The range of possible scores is equally divided into 3 categories of high, medium and low consumption.

Concern: This characteristic relates to question 7. In the recruitment guide. Each answer to the concern statements in the recruitment questionnaire was scored so that a score of 5 is the highest and a score of 1 is the lowest possible concern about animal welfare for each question. Participants were divided into high and low concern. It needs to be kept in mind though, that even the lower concerned people are concerned above average, i.e. more concerned than people who didn't pass the concern criterion during recruitment.

Lifestyle: The free-range egg question posed in the interview questionnaire was used to measure this behavioural item. Gender: This characteristic will not be looked at further in this report. It is country specific, since not all partners had enough male people in their sample.

2.2 Data collection (questionnaire, etc.)

Interviews were conducted by the authors from early September to early December 1999. They were mostly held at the interviewee's homes and sometimes at the office and homes of the interviewers. Interview length varied between 35 and 90 minutes, with an average length of about 55 to 60 minutes. The interview guide printed in the Appendix was adhered to. After the laddering interview a standardised questionnaire was filled in (see Appendix).

The nature of laddering-interviews, especially the fact that they are semi-structured, requires a certain familiarity and practice. Both interviewers acquired practice in the pilot phase in which each interviewer conducted 3 to 5 interviews of an initial and the final interview guide. Semi-structured interviews do by their very nature imply a relatively high influence of the interviewer on the interview process. Both interviewers therefore stayed in close contact during the interview period to discuss problems, exchange experiences and synchronise their interviewing.

In the first pilot phase both interviewers noticed that people had rather little to say on the subject and interviews therefore stopped very quickly. This problem was discussed at a training meeting with all partners and appropriate probes to elicit more information were agreed. It was a surprise to the interviewers that with thorough laddering-probes in the form of various why questions (see interview guide in the appendix) people were ready to talk. As many interviewees soon understood that answers to why-questions were of interest, it was often possible to let them speak relatively freely, without getting of topic. Therefore both interviewers agreed to adopt a softer laddering procedure, i.e. participants were given room to speak, if they seemed to demand it. This minimised interviewer influence during interviews but also made subsequent analysis more difficult.

Initially participants were asked to rank a set of 8 alphabetically ordered cards with the animal products beef, Bockwurst (a kind of sausage), chicken, eggs, lamb, milk, pork, veal written on it.

Section III: Results

3.1. National findings

According to the overall hierarchical value map with a cut point of 4, which represents 9 % of the links, the three most important attributes are 'Space', 'Transport' and '(appropriateness of) Feed'. The associations originating from these attributes will be described primarily by looking at the hierarchical value map with cut point 3 and sometimes also by consulting the lower-triangular matrix which represents association strengths between concepts.

For the whole data set of sixty interviews 'Space' is the attribute with most strong connections to other concepts. Looking at the lower triangular, one sees that space often occurs in the same ladder as the attributes 'outside', 'husbandry' and 'mass', i.e. these four concepts are closely associated with each other.⁵ Further attributes which are closely connected are 'feed' and 'additives', 'transport' and 'slaughter'⁶ and 'mass' and 'additives'. Roughly speaking 'Space', 'Transport' and 'Feed' are at the centre of the three most important attribute clusters. A further thing to be noted from the lower triangular matrix is that attributes cluster, i.e. when people think about one aspect of animal food production systems a thought about a related aspect in the cluster is not far. This is something to be considered for the survey in the next project step.

Most consequences and values in the hierarchical value map can be thought of as either more oriented towards people or animals. The attribute 'space' evokes associations in both directions. Limited space restricts natural behaviour of the animal and is not seen compatible with people's wish that animals should live, feed and move naturally, which is strongly emphasised as right and justified by referring to what people want to have for themselves. This is the more dominant ethical concern. Another more complex but probably weaker concern is that animal health is adversely affected from lack of space and the ensuing lack of natural exercise and behaviour. Poor animal health adversely affects food safety and hence human health, which is seen valuable. There also is a more direct link from animal health to quality of life in the sense that when the animal feels bad, the person feels bad too, which is

⁵ This can't be seen from the hierarchical value map, since for various reasons there are less links among attributes than among attributes and other links. This has partly to do with instructions which were given for building the ladders.

⁶ Slaughter therefore is more of an issue in connection with transport and stress associated with it and not so much one of violating the right to life of animals. This can partly be seen from the hierarchical value map.

much like empathy, but worded differently. A different chain leading from 'space' over animal health and 'safety' leads to consumption and purchase patterns.

The probably dominant chain for feed concentrates more on the consequences for humans: Feed affects animal health, food safety and hence human health. But a chain could also be constructed leading from animal health to the 'empathy' code. An interesting aspect for the human related chains from 'feed' and 'space' is, that they can be related to purchase and consumption patterns via 'csafety'.

Transport conditions are ultimately most strongly connected to the ethics code which comprises various qualifying statements, from ordinary rejections of practices to more sophisticated moral rules about what is right or wrong, should or shouldn't be done. In the sample there is widespread concern about animal transport. Transport conditions are disapproved of. Looking at the numerical representation of the hierarchical value maps for the whole sample, given in the lower-triangular laddermap file, further links can be found⁷: Transport is seen necessary for slaughter and consumers feel unhappy, distressed, upset and pity for the animal when they think about transport, since it impinges on the animals quality of life and in particular causes suffering for the animal, particularly mentioned is emotional and mental suffering and stress . Transport is qualified as cruel and seen as leading to premature mortality of the animals. The link between transport conditions and the empathy-codes is also strong. These codes comprise statements of identification, similarity judgements and what may be called anthropomorphic statements. The value empathy code is particularly strongly linked to the transport code, it comprises statements like "I (humans) wouldn't want to be in that position either" and "One should treat animals like one wants to be treated oneself". But transport is also linked to the competitiveness code: People believe that bad transport practices result from an attempt to minimise costs e.g. by limiting the number of breaks for the animal and the amount of care provided but at the same time clearly disapprove of the profit motive. Among the three attributes 'space', 'transport' and 'feed', 'transport' is the one most strongly connected to the 'rules' code:⁸ Two people mention that bad transport practices exist despite improved legislation.

⁷ In the following only the important links are described, i.e. those concepts which are directly or indirectly linked to the transport code in at least nine instances.

⁸ While this code has not been often employed, the number of five connections from 'transport' to 'rules' is still substantial among the attribute-attribute connections, since this cluster exhibits less connections than the other clusters in the lower-triangular matrix.

Attributes which play a role in the hierarchical value map with cut off level 4 but not with cut off level 3 are 'light', 'husbandry', 'lifespan', 'mass' and 'slaughter'. Husbandry practices are associated with the value that humans shouldn't be violent or cruel to animals. Both a short 'lifespan' and 'mass' production cause negative feelings, are seen as not right also on empathic or anthropomorphic grounds. Adequate 'daylight' is seen to provide for good food quality, which people can enjoy. Further, humans are seen as responsible for the welfare and suffering of animals in food production, as seen by the link from the consequence 'suffering' to the 'response' value.

To summarise the consequences and values associated with the attributes: relevant for the more animal oriented chains are concepts like empathy and inference from human animal comparisons, nature and perceived adequacy, quality of life, suffering of animals, views about what is right to do and feelings of distress as well as good feelings about good practices. Relevant for the more animal oriented chains are animal health, food safety and other quality of food, human health, life quality and enjoyment. While these are still a lot of concepts, the original number of over a hundred codes is considerably condensed.

3.2 Age

Thirty participants each fall in the young (25 – 39) and old (40 – 60) age group. The older people have more elaborate human-side chains. One exhibits the clear link from feed over animal health, food safety to human health and the values 'healthy' and 'enjoy' which is not so apparent for the younger people. Also the link from food safety to consumption patterns is found here, while consumption patterns for the younger people are also linked to the more ethical categories of premature 'mortality' and animal 'mental' state. The link of consumption patterns to 'quallife', i.e. the value 'quality of life' is not apparent for the older people. The 'quality of food' consequence is important for the older age group, but not at all for the younger group. However, it is not really related to animal welfare, since it is only linked to the attributes 'additives' and 'origin' and to the consequence 'availability of information' and then to 'distress'.

'Distress' of the younger people is quite differently linked to the attributes 'lifespan' and 'space' and 'maternal care'. Young people therefore seem more emotionally involved about the production conditions which account for poor animal welfare while negative emotions of

older people arise primarily due to affects of food on them. Younger people mention both suffering and unnatural behaviour of animals more often than older people as a consequence of poor production systems. Older people however have a clear empathy link to the 'space' and 'cnatural' code.

Young and old people word their concern about animal welfare differently: the 'husbandry' code is relevant for the young people and the 'mass'production code for the older. One point where older people are more concerned about animal welfare than younger people is 'lifespan'. The animal rights issue comes into play here, as older people link 'lifespan' to the 'rights' value.

3.3 Social Class

For both the ABC1 and C2DE groups a link between animal husbandry or 'space' and , animal health and finally human health can be discerned. Similar chains exist for 'feed' and 'additives'. The link is slightly more sophisticated for the ABC1 group, since it also includes 'csafety', which is also connected to consumption patterns. The 'empathy' consequence is more central to the C2DE group, which can be seen from the more condensed hierarchical value maps with cut of point 3.

There are some similarities and also differences with regards to the values in both groups: 'Ethics' has multiple links to other concepts in either group and empathy is present in both groups, too. The responsibility value 'response' plays a role with regards to suffering for the ABC1 group and 'care' in response to animal health for the C2DE group. 'Necessity' is important in the C2DE case. 'Rights' and 'utility' are more important for the ABC1 group than for the C2DE group.

3.4 Others

Education: In the sample there were 12 people with the most basic school degree 'Hauptschule'. Chains for this group are rather short and split little. The chains at the cut-of level 2 which represent 19% of all links do not lead to a value other than the unspecific 'vother'. This might either be due to the fact that these participants are less used to reflect or verbalise reasons or that they are less involved about animal welfare in food production or

alternatively that each person in this group mentioned different values and there is therefore no important link to any single value. In contrast to all other educational levels no 'empathy' code occurs in this group. Also no 'ahealth' code occurs. Also the more human sided chains miss concepts that are present in the other groups.

Section IV: Discussion⁹

The laddering study confirms important findings of both the literature review and the focus groups. As in the previous stages the main concerns associated with poor animal welfare can be divided into two groups, one more human-oriented, the other more animal-oriented.

Confirming the literature review and the focus groups the two categories of perceived consequences of poor animal welfare for humans are first again low food safety, specifically arising from unnatural feed and poor animal health and second other poor food quality arising from animal unfriendly husbandry practices like no access to daylight. The food safety consequence is probably linked more strongly to self-reported consumption or purchase behaviour than other categories.¹⁰

The more animal-oriented chains were equally important as the human oriented chains for consumer concerns about animal welfare. This is no real surprise, since this was the theme of the laddering interviews and both the literature review and the focus groups showed that genuine concern about animals themselves was high, whenever consumers attention was drawn towards issues of animal welfare (but also prevailed spontaneously, however to in a dominating degree).

All project stages so far indicate a motivational alliance, a win-win-relation for consumers favouring purchases of animal-friendly food products, not only for the segment looked at in the laddering interviews which might be relatively small. Animal friendly product purchases satisfy several human- and animal-oriented needs and values at the same time: The wish to be healthy, the view that animals should live naturally, that animals should be treated as one wants to be treated oneself, that humans should show responsibility for animals and that many husbandry practices are just not right.

In the light of the more representative findings from the literature review one wonders why the market share of animal friendly products is so low after all. Are segmentation costs so

⁹ Insofar as reference is made to laddering results in chapter 4.1, it is to the overall laddering results of all 60 interviews.

¹⁰ Alternative chains in the overall hierarchical value map which might be as strongly linked to the 'consume' code start first with 'husbandry', followed by 'feel good', 'cother' and 'consume' and second start with 'space' followed by 'cnatural', 'cempathy', 'cother' and 'consume'. However, it is not clear whether these chains would still be as important, if the 'cother' code was dissolved.

prohibitive in the animal products markets? Is there a vast market potential simply untapped by companies yet. Are measurement techniques for the benefits of animal welfare at odds with reality? The benefits of animal-friendly products have been uncovered in the laddering interviews. The obstacles are less clear from the laddering interviews and should be targeted in the survey. Price might be a barrier in one respect but also an indicator of truthful claims and in any case, a higher willingness to pay should result from a win-win-relation.

A still somewhat unresolved issue is whether or not animal oriented chains are relevant for food purchases, and why this is so. One might say they are not so relevant, since people disassociate the animal from the product in everyday life, as proposed in some focus group reports (see especially the English focus group report). Two questions about the 'disassociation-explanation' crop up: 1. The disassociation/association code was not found to be very important in the laddering interviews. This might however be due to the fact that disassociation is not a conscious process and can therefore hardly be measured with a cognitive approach. 2. Why should consumers disassociate the product from the animal in the case of concerns about animal suffering but not in the case of animal health and connected food safety?

An answer to the second question might be that human feelings of distress are associated with poor husbandry practices but not so much with food safety issues. One could speculate that information on poor practices might therefore be avoided by people, if this is easy. An argument against this is, that good husbandry practices are associated with good human feelings in the hierarchical value map with cut point three and there would therefore be an incentive to seek information. The hierarchical value map with cut point 4 on the other hand only has a link between feeling 'good' and the more human-oriented 'feed', while 'space' is still linked to 'distress'.

A further reason, why it might be difficult for the animal-oriented chains to lead to concrete action are the empathy codes which constitute their most important parts according to the hierarchical value map with cut point 4. A cognitive thought about animal health and animal feelings might need less activation than identification and empathy with a living being. Confronted with an animal product, consumers might not be activated enough for empathy to play a role.

On the other hand, both health and safety properties and animal welfare respected in the production of animal products constitute credence goods. This could have two ramifications: 1. In an attempt to avoid cognitive dissonance, consumers might unwittingly attribute positive properties to an animal product during shopping and consumption, if they are not confronted with definite negative information. I.e. a safe to eat product and good animal welfare in production might automatically be assumed. 2. By inspecting the pure product itself, a consumer can judge the presence of a credence good for sure neither before nor after shopping. Therefore a certain degree of activation and involvement of consumers seems to be a precondition for the above motivational alliances to manifest themselves in purchases. Many consumers will not be sufficiently involved, but those that are will likely also resist the automatic, dissonance-avoiding attribution of positive properties to unmarked products.

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Appendix

Abbreviated Interview Guide

1. Bemühe Dich eine angenehme Interviewatmosphäre herzustellen. Stelle der Befragten das Interview vor. Stelle sicher, daß die Produktkarten alphabetisch gezeigt werden und weise darauf hin, daß die Karten nur in alphabetischer Reihenfolge gezeigt werden. Warne vor der eigenwilligen Form des Interviews.

2. Veranlasse die Befragte die Karten in der Reihenfolge von HOHEM zu NIEDRIGEM Problembewußtsein auf der Rangordnungskarte¹¹ anzuordnen:

„Ich interessiere mich dafür, was Sie über verschiedene Lebensmittel denken. Es gibt keine richtigen oder falschen Antworten; uns interessiert nur, was Sie über die Produkte denken.

Ich werde Ihnen nun Karten vorlegen, auf denen jeweils ein tierisches Produkt steht. Bitte bringen Sie diese Karten (Rangordnungskarte) in eine Reihenfolge vom Höchsten zum Niedrigsten, je nachdem wie besorgt Sie über das Wohlbefinden der Tiere in den Produktionssystemen für jedes dieser Lebensmittels sind.

Frage nach, ob die Befragten sicher über die Rangordnung sind. Beziehe Dich auf die höchste/niedrigste Besorgnis und wiederhole die Frage nach der Urteilssicherheit.

3. Hinterfrage die Anordnung. Fange mit dem Produkt an, bei dem die Besorgnis am größten ist (Produkt x) und vergleiche es mit dem Produkt bei dem sie am niedrigsten ist (Produkt y).

„Aus welchen speziellen Gründen macht Ihnen das Wohlergehen der Tiere im Fall von Produkt x (die Karte, welche auf der Rangordnungskarte auf die höchste Besorgnisstufe gesetzt wurde) größere Sorgen als das Wohlergehen der Tiere im Fall von Produkt y (die Karte, welche auf der Rangordnungskarte auf die niedrigste Besorgnisstufe gesetzt wurde)?“

Finde alle Eigenschaften heraus und schreibe alle auf die Eigenschafts-Antwortliste. *Frage gründlich nach.*

4. Frage welches die wichtigste Eigenschaft ist und **schreibe** diese Eigenschaft auf das Eigenschaftsgitter:

„Was ist Ihnen davon persönlich am wichtigsten?“

5. Packe diese Eigenschaft mit „reverse laddering“ aus, das bedeutet frage ‘Was verstehen Sie unter (Eigenschaft x)?’ Dadurch wird festgestellt, ob es weitere Eigenschaften im Bereich der genannten Eigenschaft x gibt (reverse ladder). Falls es sie gibt, dann schreibe diese Eigenschaften in die Zeilen -1 und -2 des Eigenschaftsgitters - über die ursprüngliche Eigenschaft x im Eigenschaftsgitter. Schreibe wörtlich mit.

„Was verstehen Sie unter (Eigenschaft x)?“

Frage gründlich nach.

6. Falls mit „reverse laddering“ weitere Eigenschaften gefunden werden, frage welches die wichtigste Eigenschaft ist und fange die Leiterbefragung für diese Eigenschaft an (Eigenschaften in den Zeilen -2 und -1). Hiermit fängt die Leiterbefragung an, fahre mit dieser Frage fort, bis die Leitern erschöpft sind. Stelle sicher, daß auch alle Eigenschaften und / oder Konsequenzen geleitert werden, die sich gabeln. Schreibe wörtlich mit. Erinnere die Teilnehmerin daran, daß es keine richtigen oder falschen Antworten gibt. Verwende einige oder alle der folgenden Fragen (je nachdem, was gerade angemessen ist):

¹¹ Die **Rangordnungskarte** ist ein großes Blatt Papier mit acht Rechtecken in einer vertikalen Linie, in der die acht Produktkarten in der Reihenfolge von höchster zu niedrigster Besorgnis angeordnet werden können. Füge den Titel ein: **Ausmaß der Besorgnis über das Wohlbefinden der Tiere** und **Höchste Besorgnis** oben, **Niedrigste Besorgnis** unten.

Warum haben Sie (gerade) das erwähnt?

Warum beunruhigt/besorgt Sie das?

Was glauben Sie, warum haben Sie daran gedacht?

Warum glauben Sie müssen/sollen sich andere Leute sich Sorgen/Gedanken darum machen?

Was bedeutet das für Sie?

Was für Gefühle weckt das bei Ihnen?

„Was wäre, wenn diese Eigenschaft (oder Konsequenz) fehlen würde?“

„Warum ist es wichtig?“

Warum ist das wichtig für Sie? (Diese Frage könnte besonders gut dafür geeignet sein, Werte aus Konsequenzen herzuleiten.)

„Warum war es beim letzten mal wichtig, als Sie Produkt x gekauft oder bevorzugt haben? Warum ist es wichtig?“

„Irgendwelche anderen Gründe?“

Frage nach bis Du alle Konsequenzen und Werte für die Eigenschaft erfahren hast und die Leiter erschöpft ist.

7. Frage was die nächstwichtigste Eigenschaft ist. Beginne die Leiterbefragung erneut für diese Eigenschaft. Verwende alternative Frageformen, so wie es angemessen ist (vgl. 6 oben). Schreibe wortwörtlich mit.

Warum haben Sie (gerade) das erwähnt?

Warum beunruhigt/besorgt Sie das?

Was glauben Sie, warum haben Sie daran gedacht?

Etc.

8. Frage was die nächstwichtigste Eigenschaft ist. Beginne die Leiterbefragung erneut für diese Eigenschaft. Schreibe wörtlich mit.

Warum haben Sie (gerade) das erwähnt?

Warum beunruhigt/besorgt Sie das?

Was glauben Sie, warum haben Sie daran gedacht?

Etc.

Verwende alternative Frageformen, so wie es angemessen ist (vgl. 6 oben).

9. Fahre in dieser Weise fort bis für alle Eigenschaften (des ersten Paarvergleiches) eine Leiterbefragung durchgeführt wurde.

10. Gehe zurück zum Ranking der tierischen Produkte. Vergleiche das Produkt mit der zweit-höchsten Besorgnis (Produkt x) mit dem Produkt der zweit-niedrigsten Besorgnis (Produkt y). Finde alle Eigenschaften heraus und schreibe alle auf die Eigenschafts-Antwortliste. *Frage gründlich nach*. Finde mit "Reverse Laddering" heraus, ob die Eigenschaften neu sind oder nicht.

„Aus welchen speziellen Gründen macht Ihnen das Wohlergehen der Tiere im Fall von Produkt x (die Karte, welche auf der Rangordnungskarte auf die zweit-höchste Besorgnisstufe gesetzt wurde) größere Sorgen

als das Wohlergehen der Tiere im Fall von Produkt y (die Karte, welche auf der Rangordnungskarte auf die zweit-niedrigste Besorgnisstufe gesetzt wurde)?“

Frage gründlich nach.

11. Frage welches die wichtigste Eigenschaft ist und **schreibe** diese Eigenschaft auf das Eigenschaftsgitter:

„Was ist Ihnen davon persönlich am wichtigsten?“

12. Packe diese Eigenschaft mit „reverse laddering“ aus, d.h. frage ‘Was verstehen Sie unter (Eigenschaft x)?’ Dadurch wird festgestellt, ob es weitere Eigenschaften im Bereich der genannten Eigenschaft x gibt (reverse ladder). Falls es sie gibt, dann schreibe diese Eigenschaften in die Zeilen -1 und -2 des Eigenschaftsgitters - über die ursprüngliche Eigenschaft x im Eigenschaftsgitter.

„Was verstehen Sie unter (Eigenschaft x)?“

Frage gründlich nach (gehe der Sache auf den Grund).

13. Falls durch „reverse laddering“ weitere Eigenschaften gefunden wurden, frage welches die wichtigste Eigenschaft ist und beginne die Leiterbefragung für diese Eigenschaft (Eigenschaften in den Zeilen -2 und -1). Stelle dann diese Frage immer wieder, solange bis die Leitern zuende sind. Schreibe wörtlich mit. Ermittle den/die TeilnehmerIn daran, daß es keine richtigen oder falschen Antworten gibt.

Warum haben Sie (gerade) das erwähnt?

Warum beunruhigt/besorgt Sie das?

Was glauben Sie, warum haben Sie daran gedacht?

Warum glauben Sie müssen/sollen sich andere Leute sich Sorgen/Gedanken darum machen?

Was bedeutet das für Sie?

Was für Gefühle weckt das bei Ihnen?

„Was wäre, wenn diese Eigenschaft (oder Konsequenz) fehlen würde?“

„Warum ist es wichtig?“

Warum ist das wichtig für Sie? (Diese Frage könnte besonders gut dafür geeignet sein, Werte aus Konsequenzen herzuleiten.)

„Warum war es beim letzten mal wichtig, als Sie Produkt x gekauft oder bevorzugt haben? Warum ist es wichtig?“

„Irgendwelche anderen Gründe?“

Frage nach bis Du alle Konsequenzen und Werte für die Eigenschaft erfahren hast und die Leiter erschöpft ist.

14. Frage was die nächstwichtigste Eigenschaft ist. Beginne die Leiterbefragung erneut für diese Eigenschaft. Verwende alternative Frageformen, so wie es angemessen ist (vgl. 13 oben). Schreibe wortwörtlich mit.

Warum haben Sie (gerade) das erwähnt?

Warum beunruhigt/besorgt Sie das?

Was glauben Sie, warum haben Sie daran gedacht?

Etc.

15. Frage was die nächstwichtigste Eigenschaft ist. Beginne die Leiterbefragung erneut für diese Eigenschaft. Verwende alternative Frageformen, so wie es angemessen ist (vgl. 13 oben). Schreibe wortwörtlich mit.

Warum haben Sie (gerade) das erwähnt?

Warum beunruhigt/besorgt Sie das?

Was glauben Sie, warum haben Sie daran gedacht?

Etc.

16. Fahre in dieser Weise fort bis für alle Eigenschaften (des zweiten Paarvergleiches) eine Leiterbefragung durchgeführt wurde. Wenn Du noch Zeit hast befolge die folgende Vorgehensweise.

17. Fahre entsprechend mit den beiden übriggebliebenen Paarvergleichen fort.

Questionnaire used after the laddering interview

Bitte beantworten Sie folgende Fragen und füllen Sie das entsprechende Kästchen aus.

1. Wie alt sind Sie? _____ Jahre
2. Was ist Ihr Geschlecht? weiblich männlich
3. Mit welchem Alter haben Sie das Vollzeit-Bildungssystem verlassen? _____ Jahre
4. Welchen Schulabschluß haben Sie?
 - keinen Schulabschluß
 - Volksschule/Hauptschule ohne Lehre
 - Volksschule/Hauptschule mit Berufsausbildung
 - Mittlere Reife
 - (Fach-)Abitur, Hochschulreife
 - abgeschlossenes Studium an einer Fachhochschule
 - abgeschlossenes Studium an einer Universität
 - abgeschlossene Doktorarbeit
5. Was sind Sie von Beruf? _____
6. Ist es eine Vollzeit – oder Teilzeitbeschäftigung?
 - Vollzeit
 - Teilzeit
7. Wie viele Kinder haben Sie in den folgenden Altersgruppen?
0 – 4 9 – 11 16 – 18
5 – 8 12 – 15 über 18
8. Ist eines (oder sind mehrere) Ihrer Kinder Vegetarier? Ja Nein
9. Haben Sie Haustiere? Ja Nein
10. Wenn ja, notieren Sie bitte, welche Tierarten und wie viele Sie jeweils haben

11. Gehören Sie einer Tierschutzorganisation an? Ja Nein
12. Wenn ja, bitte notieren Sie bitte den Namen dieses Vereins oder der Organisation:

13. Welche der folgenden Zeitungen/Zeitschriften lesen Sie regelmäßig ® oder unregelmäßig (u) ?

	Bitte ankreuzen oder eintragen
Bayernkurier	
Berliner Morgenpost	
Bildzeitung	
Deutsches Allgemeines Sonntagsblatt	
Die Welt	
Die Woche	
Die Zeit	
Frankfurter Allgemeine	
Frankfurter Rundschau	

Hamburger Morgenpost	
Hamburger Abendblatt	
Handelsblatt	
Kieler Nachrichten	
Neues Deutschland	
Rheinischer Merkur	
Spiegel	
Süddeutsche Zeitung	
Stern	
TAZ	
Neue Zürcher Zeitung	
Sonstige	

13. Welche der folgenden Zeitschriftenarten lesen Sie regelmäßig ® /unregelmäßig (u)?

	Bitte ankreuzen oder eintragen
Computer	
Fernsehen	
Frauenzeitschriften	
Freizeit	
Haus und Garten	
Humor	
Kochen und Backen	
Landschaft	
Männerzeitschriften	
Motorsport	
Musik	
Nachrichten	
Natur	
Sport	
Tierleben	
Wirtschaft und Finanzen	
Sonstige	

14. Wie oft sehen Sie folgende Arten von Fernsehprogrammen, wenn sie gezeigt werden?

Art des Programms	Immer	Regelmäßig	Manchmal	Nie
Haustiere				
Tierleben				
Natur allgemein				
Dokumentarfilme allgemein				

15. Bitte beantworten Sie die folgenden Fragen und kreuzen Sie für jede Frage jeweils ein Kästchen unter **I** und **II** an.

	I				II		
	Immer	Regel-mäßig	Manch-mal	Nie	Würden Sie es gerne weniger, gleichviel oder mehr tun?		
					weniger	gleich viel	mehr
Recyceln Sie Verpackungsmaterial?							
Kaufen Sie ökologisch angebaute Früchte?							
Kaufen Sie ökologisch angebautes Gemüse?							
Kaufen Sie ökologisch produzierte Milch?							
Kaufen Sie ökologisch produzierte Eier?							
Kaufen Sie ökologisch produziertes Fleisch?							
Kaufen Sie Kosmetika, die nicht an Tieren getestet wurden?							
Informieren Sie sich anhand von Produktbeschriftungen, wenn Sie sich entscheiden, ein Nahrungsmittel zu kaufen?							
Informieren Sie sich anhand von Produktbeschriftungen, um herauszufinden, wie die tierischen Produkte produziert wurden?							
Sehen Sie sich die Angaben auf Lebensmittelbeschriftungen an, um herauszufinden, ob sie gentechnisch verändert sind?							
Kaufen Sie Lebensmittelprodukte direkt vom Bauernhof?							
Kaufen Sie Freiland Eier?							
Kaufen Sie Fleisch von freilaufenden Tieren?							
Spenden Sie Geld für wohltätige Zwecke?							
Kaufen Sie Fleisch, das mit besonderer Rücksicht auf das Wohlbefinden der Tiere hergestellt wird?							
Kaufen Sie Fleisch, bei dem die <i>Hersteller betonen</i> , daß es mit besonderer Rücksicht auf das Wohlbefinden der Tiere hergestellt wird?							

17. Wie oft essen Sie folgende Produkte? (Bitte kreuzen Sie nur ein Feld pro Produkt an)

Produkt	jeden Tag	5 – 6 mal pro Woche	3 – 4 mal pro Woche	1 – 2 mal pro Woche	ein- oder mehrmals in 14 Tagen	ein- oder mehrmals im Monat	selten	nie
Rindfleisch								
Eier								
Hühnerfleisch								
Lammfleisch								
Milch								
Schweinefleisch								
Bockwurst								
Kalbfleisch								

18. Haben Sie Ihr Verhalten beim Kauf oder Konsum von Lebensmittel in den letzten Jahren verändert?

Ja _____ Nein _____

19. Wenn Ja bei Frage 18, beantworten Sie bitte die beiden folgenden Teilfragen:

a) **Wie** haben Sie Ihr Verhalten geändert?

b) **Warum** haben Sie Ihr Verhalten geändert?

20. Haben Sie vor, Ihr Einkaufs- oder Ernährungsverhalten **in Zukunft** zu ändern?

Ja _____ Nein _____

Wenn Ja, bitte folgende Teilfragen beantworten:

Wie? _____

Warum? _____

21. Wie viele Personen leben in Ihrem Haushalt? _____

Interviewbesprechung

Frage die Teilnehmer folgende Fragen nach der Leiterbefragung und dem strukturierten Fragebogen:

1. Was halten Sie von dem Interview?
2. Gibt es noch irgendetwas, was Sie gerne sagen würden?
3. Gibt es etwas, über das Sie noch gerne geredet hätten?

German Language Recruitment Questionnaire

Guten Morgen / Guten Tag / Guten Abend

Ich heiße ----- und führe für die Universität Kiel eine Umfrage durch. Haben Sie etwas Zeit um ein paar Fragen zu beantworten?

0. Wohnen Sie in Kiel?

Ja	fortfahren
Nein	beenden

1. Arbeiten Sie oder jemand Ihrer engen Freunde oder nahen Verwandten in einem der Wirtschaftszweige, die auf dieser Karte stehen? **Karte A vorlegen**

Marketing	1	beenden
Marktforschung	2	beenden
Journalismus	3	beenden
Werbung	4	beenden
Keines davon	5	fahre fort

Falls eine der Fragen mit ja beantwortet wird: Bedanken und Interview beenden

2. Arbeiten Sie oder jemand Ihrer engen Freunde oder nahen Verwandten in Bereichen, die etwas mit Folgendem zu tun haben? **Karte B vorlegen**

Fleischindustrie	1	beenden
Lebensmittelindustrie	2	beenden
Landwirtschaft	3	beenden
Keines davon	4	fahre fort

3. Studieren Sie gegenwärtig ganztätig an einer Fachhochschule oder Universität?

Ja	1	beenden
Nein	2	fahre fort

4. Essen Sie eines der folgenden Produkte?

Rindfleisch	Ja/Nein
Hühnerfleisch	Ja/Nein
Eier	Ja/Nein
Lammfleisch	Ja/Nein
Milch	Ja/Nein
Schweinefleisch	Ja/Nein
Kalbfleisch	Ja/Nein
Bockwurst	Ja/Nein

Mindestens 5 von 8 Antworten mit ja	1	fahre fort
Weniger als 5 von 8 Antworten mit ja	0	beenden

5. Welchen Anteil der wöchentlichen Lebensmitteleinkäufe in Ihrem Haushalt tätigen Sie selber, entweder alleine oder zusammen mit Ihrem Partner? **Karte C vorlegen**

Alles	1	fahre fort
Mehr als die Hälfte	2	fahre fort
Ungefähr die Hälfte	3	fahre fort
Weniger als die Hälfte	4	beenden

Nichts

5

beenden

6. Ich werde Ihnen jetzt einige Aussagen vorlesen, die Leute darüber gemacht haben, wie Lebensmittel heutzutage produziert werden. Ich möchte Sie bitten, mir zu sagen, wie sehr Sie mit den Aussagen übereinstimmen. Bitte benutzen sie dazu die Skala auf dieser Karte. **Karte D vorlegen**

	Stimme voll zu	Stimme eher zu	Stimme weder noch zu	Stimme eher nicht zu	Stimme gar nicht zu
Skala	5	4	3	2	1
Tiere werden bei der Lebensmittelproduktion schlecht behandelt.					
Ich denke nicht darüber nach, wie Tiere zu Lebensmitteln verarbeitet werden.					
Ich vermeide es aus Sorge um das Wohlergehen der Tiere bestimmte Lebensmittel zu kaufen.					
Ich weiß nichts darüber, wie Tiere heutzutage zu Lebensmitteln verarbeitet werden.					
Ich suche aktiv nach Lebensmitteln bei denen in der Herstellung besondere Rücksicht auf den Tierschutz genommen wird. .					
Ich vertraue der Regierung, daß sie Tierquälerei in der Lebensmittelproduktion verhindert.					

Mindestens 5 von 6 Antworten in den grau schattierten Kästchen 1 fahre fort
 Weniger als 5 von 6 Antworten in den hellgrau schattierten Kästchen 2 beenden

Um sicherzustellen, daß wir einen repräsentativen Querschnitt von Leuten befragen, muß ich Ihnen noch einige Fragen stellen.

7. In welche Altersgruppe fallen Sie? **Karte E vorlegen**

- unter 25 1 beenden
- 25 – 29 2 Quote beachten
- 30 – 39 3 Quote beachten
- 40 – 49 4 Quote beachten
- 50 – 59 5 Quote beachten
- 60 + 6 beenden

8. Welche Beschäftigung hat der Hauptverdiener in Ihrem Haushalt?

Nachfragen, was er/sie macht, ob selbständig, Anzahl der Angestellten, Qualifikation usw. (vgl. Arbeitspapier "Konstruktion eines international vergleichbaren Klassenschemas (EGP))

.....

9. Ist es eine Vollzeit- oder Teilzeitbeschäftigung?

- Vollzeit (über 30 Stunden in der Woche) 1
- Teilzeit (8 – 30 Stunden in der Woche) 2
- keine Arbeit 3

Bitte ordne den Beruf des/der Hauptverdieners/in folgender Einteilung zu:

- Freiberuflich Tätige, höhere Beamte (höherer Dienst) und leitende Angestellte 8 Punkte
- Selbständige 7 Punkte
- mittlere Beamte (gehobener Dienst), Landwirte und qualifizierte Angestellte (mit Weisungsbefugnis) 6 Punkte
- Facharbeiter und qualifizierte Arbeiter 5 Punkte
- untere Beamte (einfacher/mittlerer Dienst) 4 Punkte
- ausführende Angestellte (ohne Weisungsbefugnis) und Hausfrauen 3 Punkte
- angelernte Arbeiter, Schüler und Lehrlinge 2 Punkte

10. Wie hoch ist das Netto-Haushalts-Einkommen Ihres Haushaltes? Bitte nennen Sie uns den entsprechenden Buchstaben auf dieser Karte (**Karte F vorlegen**).

unter 1.000 DM	A	1 Punkt
1.000DM bis unter 1.500 DM	B	2,5 Punkte
1.500DM bis unter 2000 DM	C	4 Punkte
2.000DM bis unter 2.500 DM	D	5 Punkte
2.500DM bis unter 3.000 DM	E	6 Punkte
3.000DM bis unter 4.000 DM	F	7 Punkte
4.000DM bis unter 5.000 DM	G	8 Punkte
5.000 DM und mehr	H	9 Punkte

11. Bitte geben Sie uns anhand der folgenden Karte (**Karte G vorlegen**) den Buchstaben an, der dem Schulabschluß des Hauptverdieners / der Hauptverdienerin entspricht.

kein Schulabschluß	A	0 Punkte
Hauptschule ohne Lehre	B	1 Punkt
Hauptschule mit Berufsausbildung	C	2 Punkte
Mittlere Reife	D	3,5 Punkte
Abitur, Hochschulreife	E	6 Punkte
abgeschlossenes Studium	F	8 Punkte

**Trage den sozio-ökonomischen Status des Hauptverdieners ein
(Summe aus Fragen 8 bis 11)**

A/B (16 bis 25 Punkte)	1	Quote beachten
C1 (14 bis 15,5 Punkte)	2	Quote beachten
C2 (12 bis 13,5 Punkte)	3	Quote beachten
D/E (3 bis 11,5 Punkte)	4	Quote beachten

10. Haben Sie innerhalb der letzten 12 Monate an einer Gruppendiskussion oder einem Einzelinterview über Lebensmittel teilgenommen?

Ja	1	BEDANKEN UND INTERVIEW ABBRECHEN
Nein	2	EINLADEN AM INTERVIEW TEILZUNEHMEN

Lade die/den Befragten ein am Interview teilzunehmen

Sag folgendes:

„Wir interessieren uns für Ansichten von Verbrauchern über verschiedene Fragen, die mit Lebensmittel und insbesondere mit dem Tierschutz zu tun haben. Dazu laden wir Verbraucher z.B. zu Interviews ein.

Innerhalb der nächsten Wochen werden wir eine Reihe von Interviews durchführen, um Verbrauchereinstellungen zum Tierschutz zu untersuchen. Jedes Interview dauert ungefähr eine Stunde und wird auf Kassette aufgenommen. Die Informationen, die Sie der/dem Interviewer/in geben, werden vertraulich behandelt (es sei denn Sie stimmen anderweitigen Regelungen selber zu). Ihr Name und der Ihrer Familie wird unter keinen Umständen Unternehmen außerhalb der Universität bekanntgegeben.

Das Interview kann entweder bei Ihnen zu Hause oder einem anderen Ort stattfinden, ganz wie Sie es wünschen. Außerdem erhalten Sie von uns Mark als Zeichen unserer Wertschätzung für Ihre Teilnahme.

Prüfe, ob die/der Befragte bereit ist an dem Interview teilzunehmen.

11. Wo möchten Sie an dem Interview teilnehmen?

zu Hause	1
anderer Ort	2.....
Universität	

Vereinbare einen Termin für das Interview oder sage, daß eine geeignete Zeit baldmöglichst telefonisch vereinbart wird.

Interview über Umgang mit Nutztieren

Vielen Dank, daß Sie an dem Interview teilnehmen möchten.

Wir werden häufig gebeten, herauszufinden, was Verbraucher über verschiedene Fragen in Bezug auf Lebensmittel denken. Dazu müssen wir manchmal Personen befragen. Für unser gegenwärtiges Projekt würden wir Sie gerne für ein Interview zum Tierschutz gewinnen.

Wir haben Ihnen verschiedene Fragen über Alter und Beschäftigung gestellt, damit wir einen repräsentativen Querschnitt von Personen erreichen. Die Angaben werden nur für die Analyse der Befragungsdaten verwendet. Die Informationen, die sie der/dem Interviewer/in geben, werden vertraulich behandelt (es sei denn Sie stimmen anderweitigen Gesuchen selber zu). Ihr Name und der Ihrer Familie wird unter keinen Umständen Unternehmen außerhalb der Universität bekanntgegeben.

Beachten Sie bitte, daß das Interview auf Kassette aufgenommen wird, damit eine korrekte Analyse der Daten möglich ist.

Wir werden Sie innerhalb der nächsten Tage anrufen, um mit Ihnen einen Termin für das Interview zu vereinbaren. Wenn Sie möchten, können Sie auch jetzt schon eine Vereinbarung treffen. Das Interview wird entweder bei Ihnen zu Hause oder einem anderen Ort Ihrer Wahl stattfinden, je nachdem was sie bevorzugen.

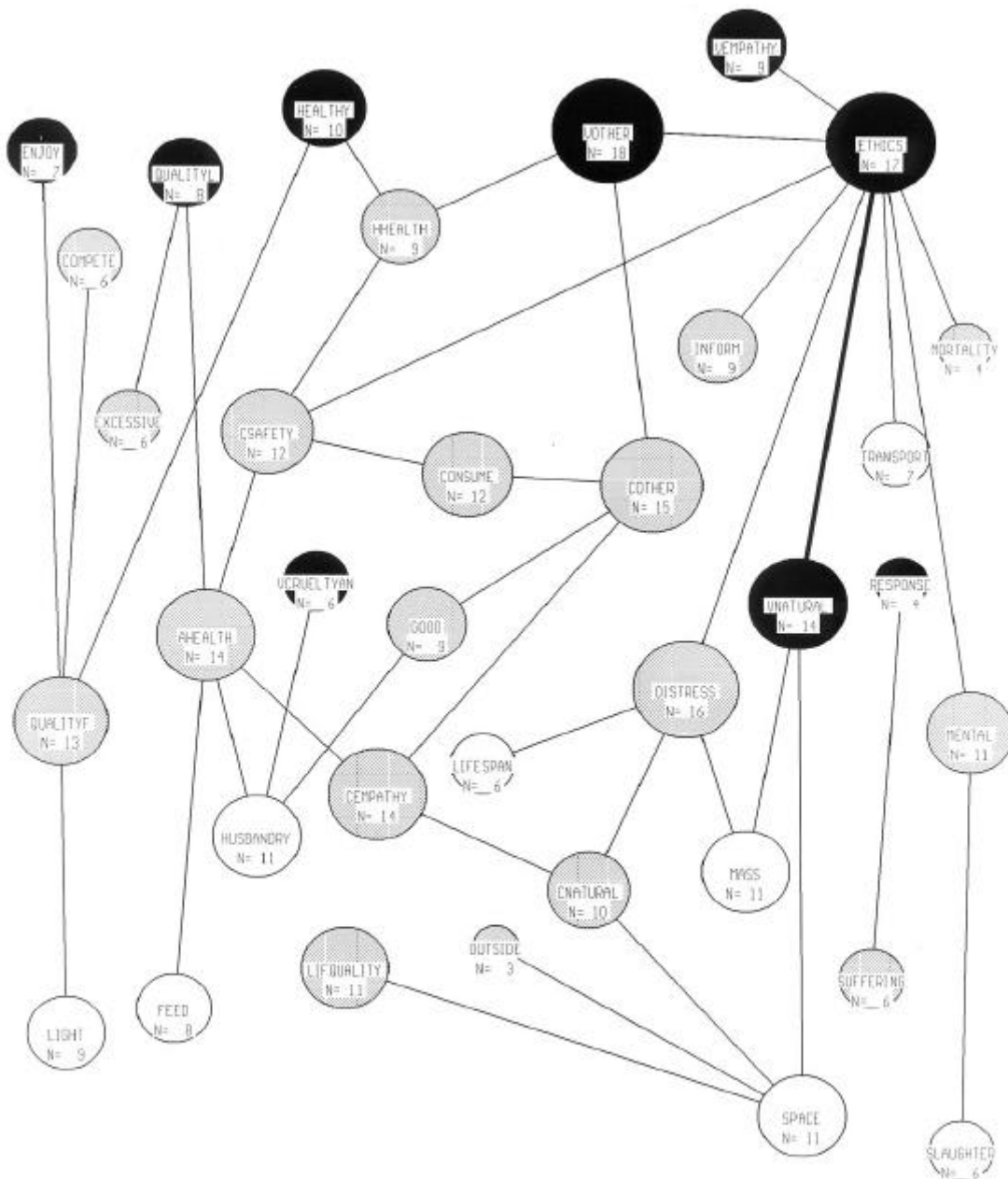
Falls Sie irgendwelche Fragen oder Bedenken haben, rufen Sie uns bitte an.

Wir freuen uns auf das Interview mit Ihnen und verbleiben bis dahin

mit freundlichen Grüßen

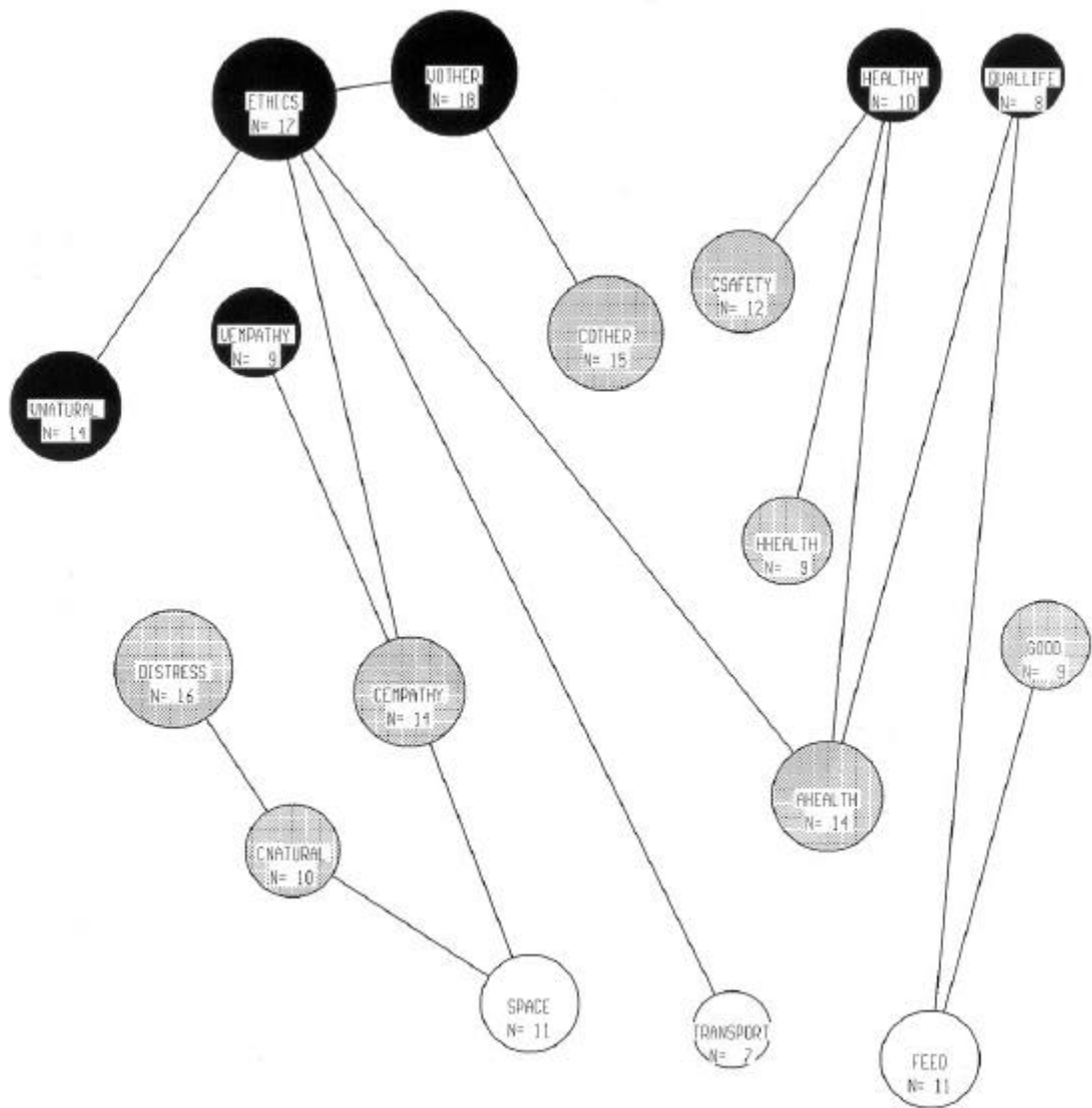
Hierarchical Value Maps

Hierarchical value map 1: all interviews, cut point 3



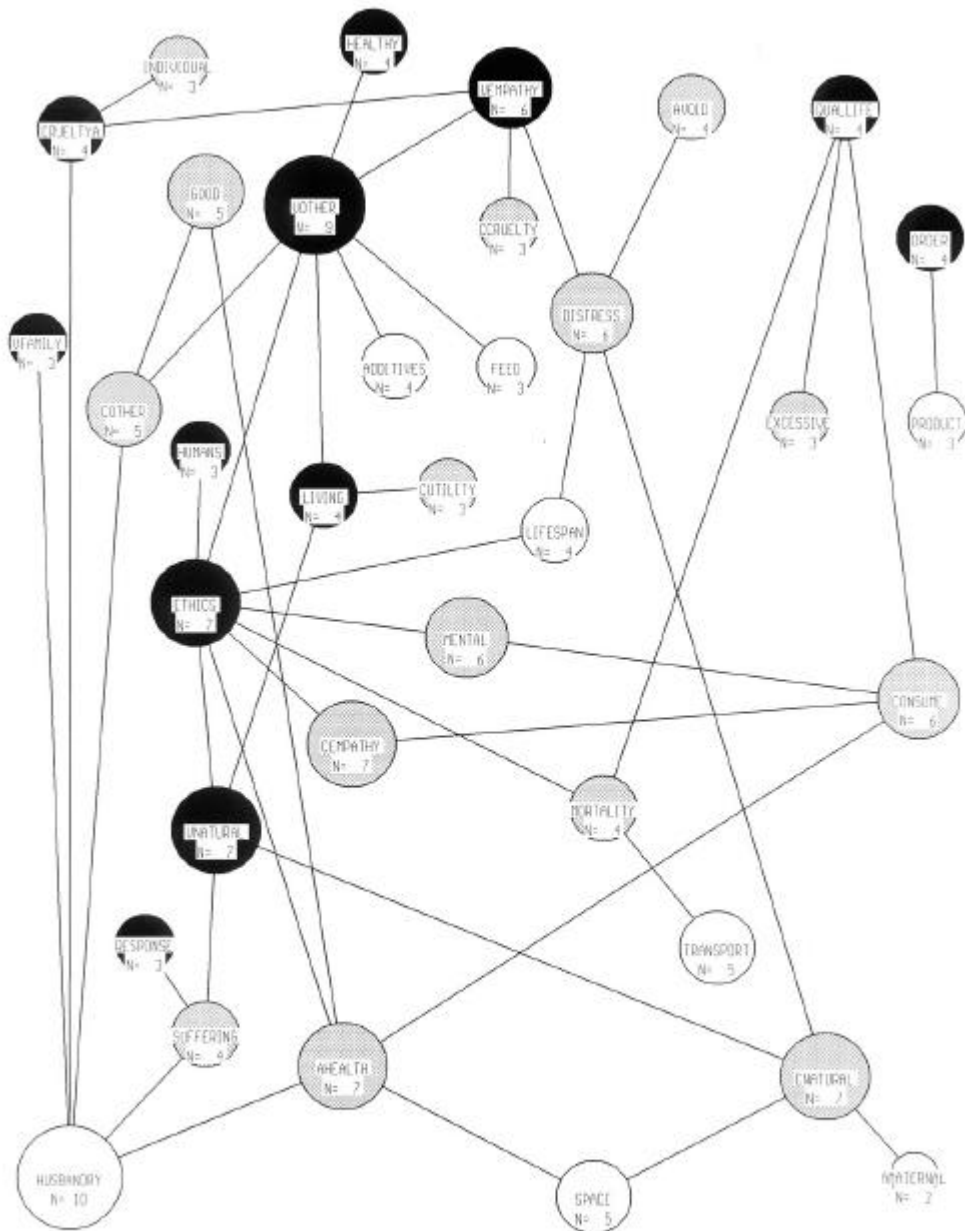
Hierarchical value map 1 is based on all sixty interviews, it has been drawn with a cut off point of three and represents approximately 29% of all direct links between concepts.

Hierarchical value map 2: all interviews, cut point 4



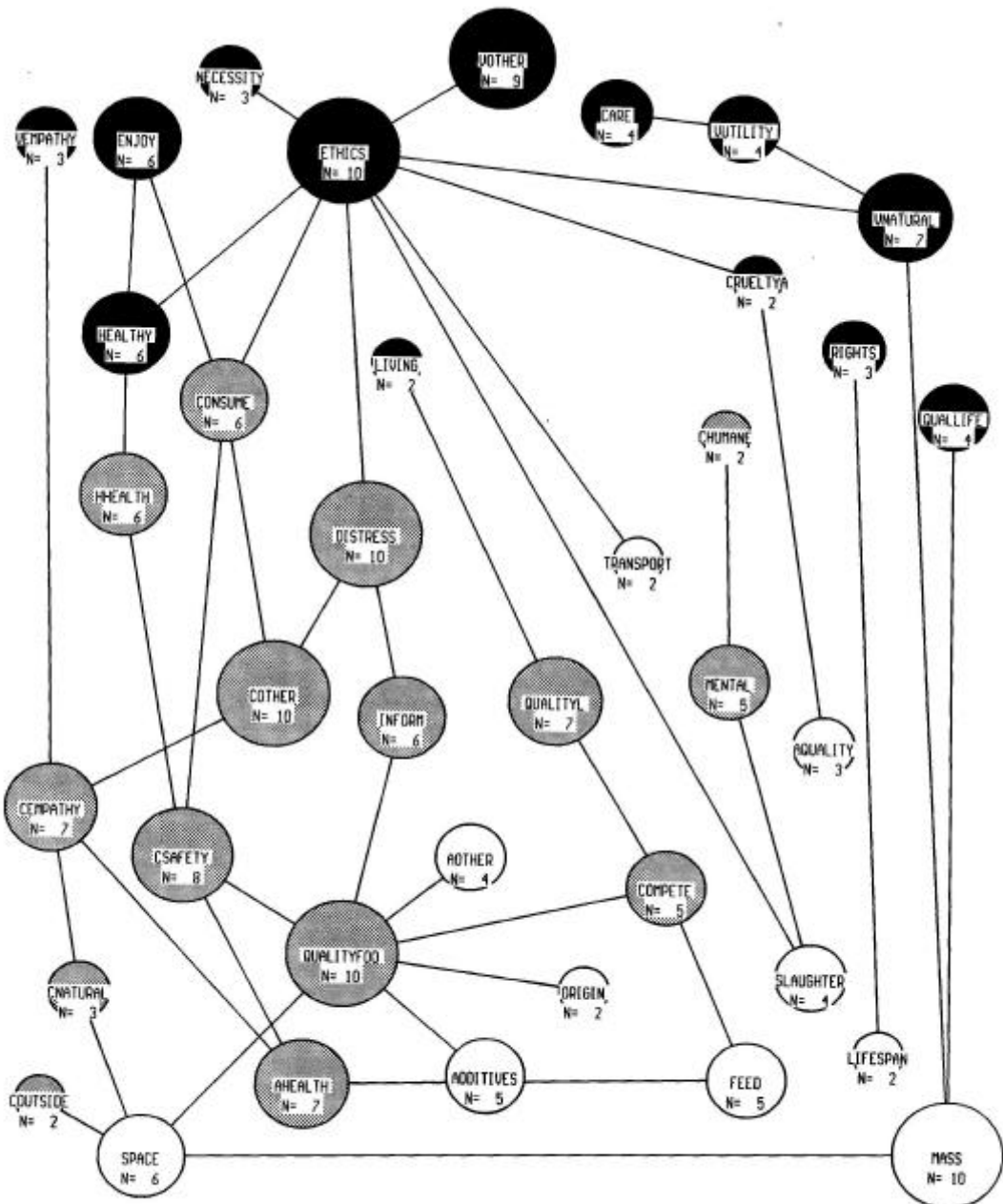
Hierarchical value map 2 is based on all sixty interviews, it has been drawn with the cut off point of four and represents approximately 9% of all direct links between concepts.

Hierarchical value map 3: people aged 25 - 39



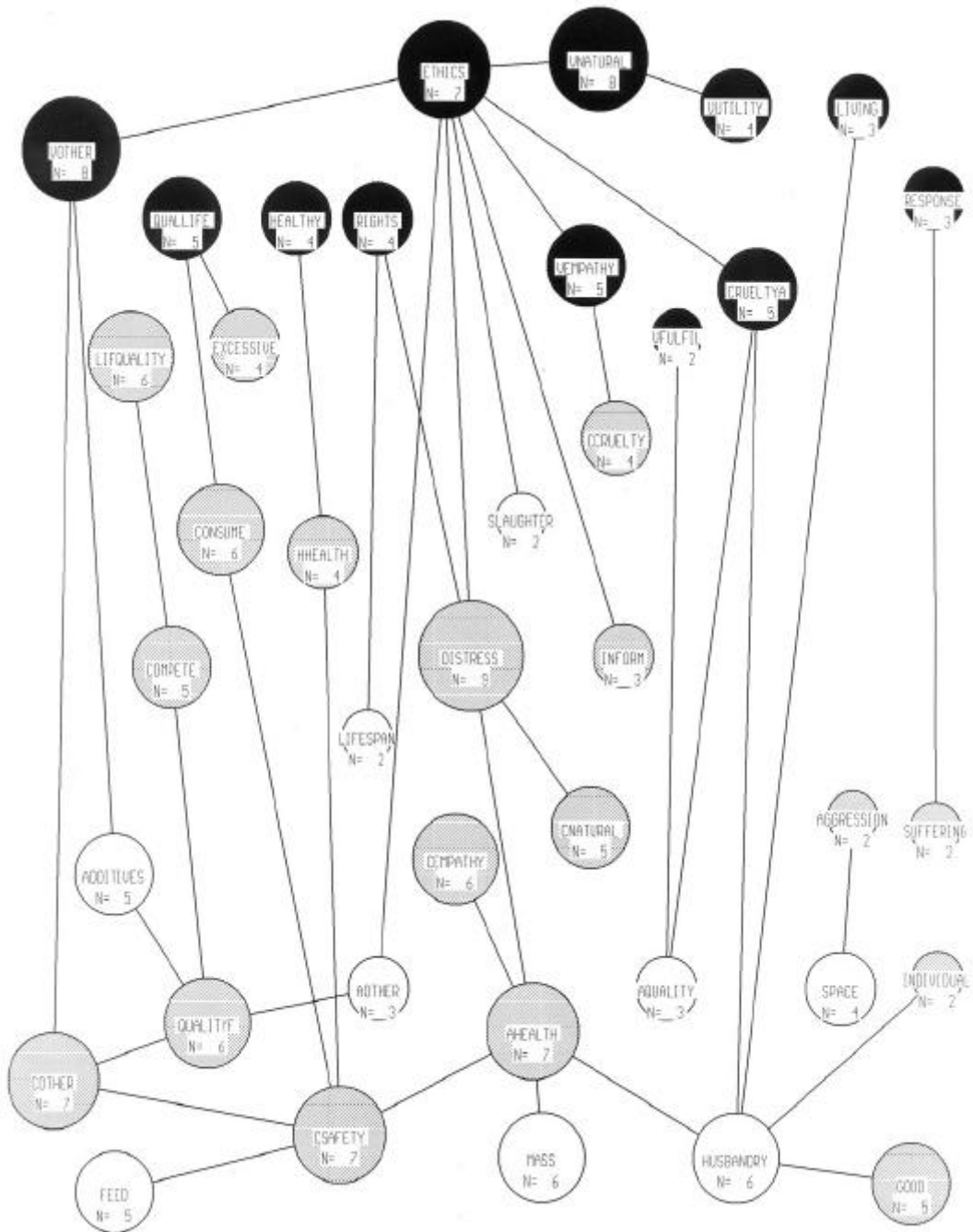
Hierarchical value map 3 is based on all thirty interviews, of younger people aged 25 - 39, it has been drawn with cut off point two and represents approximately 27% of all direct links between concepts.

Hierarchical value map 4: people aged 40 - 60



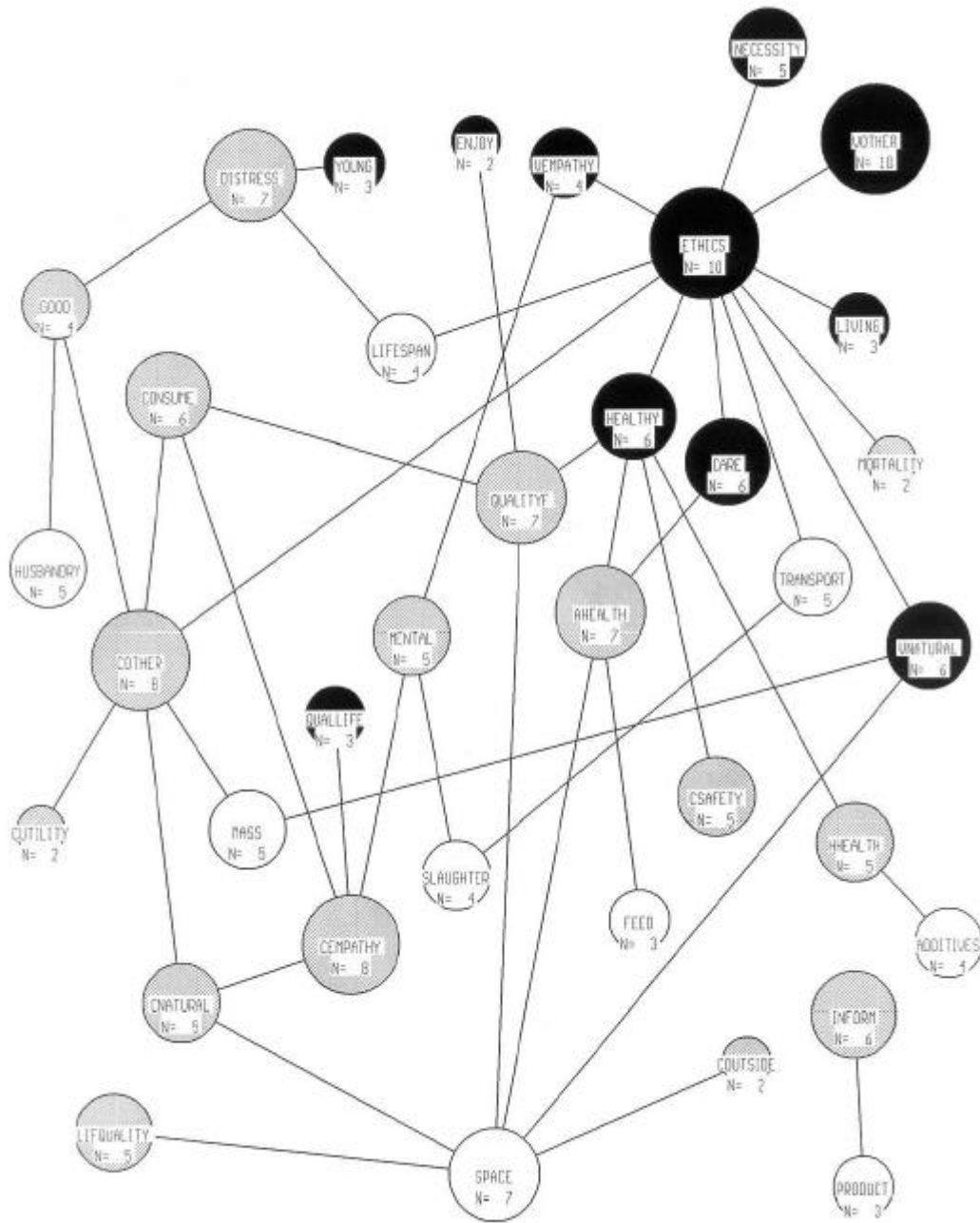
Hierarchical value map 4 is based on thirty interviews of older people aged 40 - 60. It has been drawn with cut off point two and represents approximately 47% of all direct links between concepts.

Hierarchical value map 5: social class ABC1



Hierarchical value map 5 is based on thirty interviews, of social class ABC1 people, it has been drawn with cut off point two and represents approximately 49% of all direct links between concepts.

Hierarchical value map 6: social class C2DE



Hierarchical value map 6 is based on thirty interviews, of social class C2DE people, it has been drawn with the cut off point of two and represents approximately 36% of all direct links between concepts.

Codes**Table 2: Attribute Codes**

ATT RIB UTE	CODE	LADDER MAP NAMES	DEFINITION
Feed			
A1	Feed additives	Additives	Use of antibiotics and hormones, synthetic chemicals.
A2	Appropriateness feed	Feed	Refers to unnatural diet and 'unnatural' substances in feed like animal-meal in cows diet, dioxins in chickens' feed, nutritional adequacy of the diet.
A3	Regulated feeding	Regulated	Continuous feeding or regulated feeding like hens in battery cage that stay in continuous light for eating constantly for higher eggs production; fattening of pigs, force feeding.
Animal conditions			
A4	Outside access	AOutside	Freedom of access to outside. Access to fresh air, kept inside, free range.
A5	Natural light	Light	Exposure to artificial light and day cycles, lack of natural light. Kept in the dark.
A6	Space	Space	Use in battery egg production, crate, cage, pen or box. Lack of space per animal Especially for chicken
A7	Mutilation	Mutilation	De-beaking, de-horning, tattooing, castration, tail docking,
A8	Intentional mistreatment	Mistreat	Cruelty, e.g. beating animals
A 9	Reproductive method	Reproduce	Unnatural, forced, excessive reproduction
A10	Yield of products	Yield	Impact of level of production on the animals (cows need to be milked or mastitis).
A11	Life-span	Lifespan	Especially in relation to veal and lamb. The animal is killed very young or they are kept in production very long.
A12	Animals' quality of life	AQuality	Standards of life (they should mention animals' life)
A13	Mass production	Mass	Large scale \intensive production, factory farming, animals as machines, conveyer belts
A14	Rules and regulations	Rules	As applied to the production of farm animals
Disease \Hygiene			
A15	Food safety	ASafety	Refers to relation between BSE and CJD, Salmonella
A16	Hygiene and disease control	Hygiene	General concerns about cleanliness, vaccination and disease control, vet control
A18	Animals disease	Disease	Injury, anaemia in calves, BSE in reference to the animals, broken bones, foot rotten, muscle atrophy.
A19	Organic	Organic	Organic production (they must the word 'organic')
Animal Care			
A20	Aesthetic appeal	Aesthetic	Refers to concern for eg lamb over other species
A21	Standard of husbandry	Husbandry	The living conditions are dependent on skills and attitude of producer, (neglect).
A22	Maternal care	AMaternal	Are taken away from mothers, especially related to veal calves.
Killing Animals			
A23	Method of slaughtering	Slaughter	As perceived to occur in the production of veal Quick and painless method of slaughter
A24	Utility of animals	AUtility	Refers to human use of farm animals for profit or other purposes.
A25	Not killed for food	Notkilled	Related to milk/egg production

Transport			
A26	Transport	Transport	Transportation conditions
Products			
A27	Product quality	Product	Relation between animal welfare and food texture, taste, nutritional quality, price of product
A28	Origin	Origin	Refers to national or local origin of the product
Animal Activities			
A29	Animal behaviour	Behaviour	E.g. pigs wallowing, animals fighting, etc.
A30	Animal sentience	Sentience	Animal suffer because they feel pain, they have feelings, they are intelligent. E.g. pigs suffer because they are intelligent
Misc.			
A32	Association of animal	Association	E.g. disassociation of animal from product
A33	Import	Import	Animals or meats imported from other countries
A34	Other	AOther	Miscellaneous items

Table 3: Consequence Codes

CON SEQ UEN CE	CODE	LADDER MAP NAMES	DEFINITION
Production conditions			
C1	Natural behaviour	CNatural	Housing, feeding and transport conditions that restrict animals' natural behaviour. Control over animal's conditions, e.g. feeding, reproduction, movement. Conditions lead to animal being treated as a machine in a system of production, neglects animals' needs. In the definition they have to mention natural or normal behaviour or un-natural or abnormal behaviour or animals' lack of control over their behaviour.
C2	Animal not allowed outside	COoutside	Outside access (inc. sunlight, freedom to roam & exercise) inherent to animal's welfare
C3	Animals treated as individuals.	Individual	Animal's individual needs are not taken into account, treated en masse.
C4	Humane – Inhumane	CHumane	Slow and painful slaughter or living conditions
C5	Other countries' standards	Foreign	Are not as good as own
C6	Quality of life	QualityL or LifQuality	Standards of life and living conditions of animals
Competitiveness			
C7	Affect competitiveness	Compete	Farming leads to increased production at decreased cost to give competitive advantage, welfare of farmers.
C8	Affects environment	CEviron	Global environment is adversely affected through chemical and other pollution from intensive farming.
C9	Utility	CUtility	Primary purpose of animals, Economic exploitation of animals.
C10	Excessive production	Excessive	Particular practices result in excessive production – over supply of food.
Animal feelings			
C11	Animal suffering	Suffering	Animals suffer because of their conditions, animals are in pain.
C12	Animal mental state	Mental	Emotional and mental suffering, stress because of their

			conditions, or happiness for their condition, or feelings and state of awareness.
C14	Animal health	Ahealth	E.g. physical effects injuries, physical suffering.
C15	Animal aggression	Aggression	Amongst animals (due to stress, frustration).
C16	Cruelty	CCruelty	It is cruel to animals.
Human feelings			
C17	Feel angry	Angry	Consumers are incensed by certain practices and conditions
C19	Feel distressed	Distress	Consumers feel distressed by certain practices and conditions, they are sad, unhappy and upset and feel pity. Consumers feel dejected by certain practices and conditions
C20	Hypocrisy	Hypocrisy	Consumers feel deceitful by their attitude towards certain practices and conditions, whilst still consuming the product. Feel hypocritical or don't feel hypocritical.
C21	Empathy	CEmpathy	Identifying yourself with the animals experience. (If I were in that position I would suffer; anthropomorphism).
C22	Maternal instinct	CMaternal	Leads mothers to feel concern about the slaughter of young animals, especially veal
C23	Feel good	Good	Give the emotion of doing the right thing
C24	Feel guilty	Guilty	Consumers feel responsible for something that they regret.
Animal life			
C25	Premature mortality	Mortality	Unintended or premature mortality as consequence of living or transport conditions.
Food safety/humane health			
C27	Affects food safety and nutritional quality.	CSafety	Affects food safety and nutritional quality. It refers only to food: Antibiotics, hormones, other chemicals and animal stress results in disease passed through food chain Disease passes from animal to their meat to the consumer Intensive production leads to treatment of animals, the drugs affect the meat and are passed down to consumers. Poor quality meat (increased fat, lower nutritional content) leads to poor health
C28	Affects human health.	Hhealth	Lack of food safety leads to illness in humans e.g. salmonella, e-coli, CJD, etc. allergies
C29	Affects health of their own children and family.	CFamily	Consumers' responsibility for the health of their children
C30	Resistance to disease	Resistance	Bacteria becomes resistant to antibiotics and leads to increased disease in people and other animals
Food quality			
C32	Quality of food	QualityFoo or QualityF	Anything that affects quality of food in terms of taste, texture, smell (e.g. Additives and animal stress)
Purchase behaviour			
C33	Change place of purchase	Retailer	Better quality meat from butcher
C34	Consumption patterns	Consume	Due to concerns about animal welfare, change of consumption, or reduce consumption or boycott products.
C35	Associate & disassociate meat from animal	Associate	Consumers do not think of meat as originating from a live animal, or may connect the product to the animal.
C36	Availability of information and demand for information.	Inform	Consumers feel uninformed, which leads to lack of choice, lack of labels, not told.
C37	Respect for animals	Arespect	Animals are entitled to respect.
C38	Respect for humans	Hrespect	Respecting for other humans.

			Respecting animals is a way of respecting humans.
C39	Avoidance of information	Avoid	Deliberate ignorance or avoidance of information about animal production methods
C40	Self-fulfilment	CFulfil	Desire to to reach one's potential, doing the right thing, make the most of life.
C41	Marketing	Marketing	Consumer scepticism about the products, the means to sell the products.
C42	Other	COther	Miscellaneous

Table 4: Value Codes

VAL UE	CODE	LADDER MAP NAMES	DEFINITION
Animal health			
V1	Care for animals	Care	Animals should be well cared for so that they are physically and mentally healthy, treat them well, being kind.
Animal rights/respect/freedom			
V2	Animals have rights/entitlements	Rights	Animals have basic rights of freedom of movement, natural feed etc. Most used the words "rights" or entitlements
V3	God's creatures	God	Animals are God's creatures and should be respected as such
V4	Living creatures	Living	They are living creatures should be respect as such.
V5	Young animals should not be eaten	Young	Veal (and in some cases lamb) should not be killed so young, should be kept with their mothers and weaned
V6	Respect for animals	Respect	They have to say the word respect.
V7	Utility	VUtility	Should not be born just to produce food or whatever humans need.
Animal- natural conditions			
V8	Natural living conditions	VNatural	Animals should live, feed and move naturally – the way they are intended to, without constraint or control. They have to mention natural, normal, proper, or equivalent.
V9	Evolved life	Evolved	There is an evolved set of behaviours which animals should be allowed to express. They have to mention "evolved".
V10	Natural order	Order	They must say it is a natural order.
People care			
V11	Care for environment	VEnviron	The environment needs to be protected from pollution
V12	Caring person	Caring	Caring for animals is part of being a caring person generally.
V13	Effects on society	Society	Treating animals well is a sign of civilisation.
V14	Love animals	Love	Being an 'animal lover', loving pet animals as members of the family
V15	Shouldn't be violent or cruel to animals	Cruelty or VCrueltyAn	
V16	Empathy	VEmpathy	People empathise with the conditions of animals
V17	Humane or in-humane	VHumane	Has to be mentioned, otherwise is V15.
V18	Ethics	Ethics	Right thing to do, fairness e.g. 'intensive production is not right'
Human health			
V19	Healthy life	Healthy	People value their health because they want to live long, not suffer and have a good quality of life
	Necessary for life	Necessity	Humans need to eat meat to survive

V20			
V21	You are what you eat	What-eat or foodyou	Healthy animals produce good quality meat which is good for the health of consumers
Food choice/quality			
V22	Food for all	For all	Everyone has the right to food
V23	Freedom of choice for humans	Choice	Consumers should have the right to know and therefore chose
V24	Quality not quantity	Qualfood	People should eat less (better quality) food rather than more (lower quality) food
V25	Ignorance is bliss	Ignorance	Do not want to know, avoidance of information
Human happiness			
V26	Enjoyment	Enjoy	People should have good quality food because they enjoy it, enjoy life. I want to be happy.
V27	Quality of life	Quallife	They should say quality of life
V28	Self-fulfilment	VFulfil	Desire to reach one's potential, to make the most of life
V29	Right to life of humans	Rightlife	
V30	Shouldn't be violent or cruel to humans	CrueltyH or VCrueltyH	
V31	Food security	Security	Not wanting to worry about food.
Responsibility			
V32	Humans are more important than animals	Humans	Humans suffering is more important than animals.
V33	Responsibility for family and others	VFamily	Consumers feel accountable for the health of their family, especially children.
V34	Responsibility for animals	Response	Consumers feel accountable for the welfare of animals
V35	Waste	Waste	We should not overproduce
V36	Other	VOther	Miscellaneous

Köhler/Junker: Motivational Bases of Animal Welfare Concerns

	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100	101	102	103	104	105	106		
	V18	V8	V36	V19	V16	V4	V1	V2	V27	V26	V20	V15	V34	V10	V7	V28	V9	V13	V6	V33	V35	V21	V24	V11	V32	V5	V31	V25	V14	V3	V17	V23	V29	V12	V30	V22		
	ETHICS	VNATURAL	VOTHER	HEALTHY	VEMPATHY	LIVING	CARE	RIGHTS	QUALLIFE	ENJOY	NECESSITY	VCRUELTY	RESPONSE	ORDER	VUTILITY	VFULFIL	EVOLVED	SOCIETY	RESPECT	VFAMILY	WASTE	FOODYOU	QUALFOOD	VENVIRON	HUMANS	YOUNG	SECURITY	IGNORANCE	LOVE	GOD	VHUMANE	CHOICE	RIGHTLIFE	CARING	VCRUELTYH	FOR ALL		
71 V18 ETHICS	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
72 V8 VNATURAL	39	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
73 V36 VOTHER	28	22	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
74 V19 HEALTHY	18	5	15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
75 V16 VEMPATHY	31	30	12	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
76 V4 LIVING	33	22	18	2	27	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
77 V1 CARE	23	21	12	5	19	10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
78 V2 RIGHTS	22	21	12	2	12	18	16	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
79 V27 QUALLIFE	9	7	9	20	9	5	1	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
80 V26 ENJOY	6	6	8	16	3	1	2	1	10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
81 V20 NECESSITY	18	6	9	9	5	4	8	3	6	11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
82 V15 VCRUELTY	18	17	8	1	19	11	9	6	1	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
83 V34 RESPONSE	19	18	10	1	6	9	9	6	4	2	5	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
84 V10 ORDER	15	12	8	6	8	6	3	5	7	3	4	3	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
85 V7 VUTILITY	24	11	4	2	8	7	12	13	1	3	4	8	7	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
86 V28 VFULFIL	8	2	8	12	4	2	2	1	14	6	6	1	3	5	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
87 V9 EVOLVED	3	8	7	2	4	6	8	6	1	0	1	2	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
88 V13 SOCIETY	10	0	4	2	1	1	0	0	1	2	4	1	0	2	2	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
89 V6 RESPECT	6	7	3	0	4	8	1	10	0	0	2	3	2	1	4	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
90 V33 VFAMILY	4	0	6	9	2	1	0	2	2	1	2	0	2	1	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
91 V35 WASTE	3	0	1	1	2	1	1	1	1	1	5	1	0	2	3	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
92 V21 FOODYOU	2	5	2	3	2	1	1	1	0	0	0	0	2	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
93 V24 QUALFOOD	3	2	3	4	1	1	1	0	2	6	3	2	2	1	1	1	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
94 V11 VENVIRON	4	2	2	6	1	2	2	2	5	1	0	0	5	1	0	2	1	0	2	3	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
95 V32 HUMANS	5	1	5	3	3	6	0	3	0	1	1	1	3	2	1	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
96 V5 YOUNG	4	3	2	0	3	1	0	4	0	0	0	0	1	1	1	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
97 V31 SECURITY	2	1	0	2	0	0	2	0	2	0	0	0	0	2	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
98 V25 IGNORANCE	1	0	1	0	0	1	2	0	1	2	1	1	1	1	3	0	0	2	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
99 V14 LOVE	5	1	3	0	2	3	3	0	1	0	0	0	1	2	1	0	0	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0
100 V3 GOD	3	3	1	1	5	4	2	0	2	0	1	2	1	0	2	1	2	0	1	0	0	1	0	0	1	0	1	1	0	2	0	0	0	0	0	0	0	0
101 V17 VHUMANE	3	0	1	0	1	2	0	1	0	0	1	1	0	0	1	0	0	2	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
102 V23 CHOICE	5	0	2	4	2	0	0	0	1	0	2	0	2	1	1	1	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
103 V29 RIGHTLIFE	1	1	3	1	1	1	1	0	4	1	1	2	0	1	1	1	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
104 V12 CARING	6	1	2	0	0	1	1	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0
105 V30 VCRUELTYH	3	0	1	1	1	1	0	0	1	0	0	1	0	1	0	0	0	2	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
106 V22 FOR ALL	1	1	1	1	1	1	1	0	1	1	0	2	1	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0