

Sustainable Organic Market Development with International Trade (SOMDwIT)

Survey database covering five countries (WP3)

Deliverable 3.4.

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The project runs from 1-1-2016 to 31-12-2017.

Project homepage: www.icrofs.dk/forskning/dansk-forskning/organic-rdd-22/somdwit/

The purpose of the WP3 is to investigate Denmark's *country equity* in the context of organic food at selected markets by means of a survey and a choice experiment before June 30, 2017. The survey including the choice experiment protocol was prepared, translated and tested for the five countries: Denmark, Germany, France, China and Thailand as described in Deliverable 3.2 and 3.3.

The consumer survey with choice experiment was conducted as an online survey with a representative sample of approx. 1000 adult respondents (18-65 years) in each country in April and May 2017. In China and Thailand, the sampling was limited to selected metropolises and, hence, the aim was to obtain samples representative of these cities, rather than of the whole country. The market research company YouGov carried out the data collection on behalf of the SOMDwIT-project, based on measurement instruments, protocols and other instructions from the project team.

Table 1 provides details of the total sample and the percentage of respondents screened out based on three screening questions: 1) How often do you shop food for your household (excluded if *never*), 2) Do you know what an organic food product is? (excluded if *no*) and 3) Choose the one of the following four sentences that best characterises an organic food product (excluded if not choosing option 3). The final sample is characterised in terms of gender and age groups. After the screening questions, the respondents were randomly allocated to either *milk* or *pork chops* and hence, the remaining questionnaire and choice experiment focused on that product.

Table 1: Sample characteristics

	Denmark	Germany	France	China	Thailand
Total sample	1194	1349	1211	1696	1394
Screened out	8.5 %	19.6 %	13.3 %	21 %	31 %
Final sample	1092	1085	1063	1340	965
Gender, female/male, %	49.5/50.5	49.6/50.4	50.6/49.4	44/56	51/49
Age groups, %					
18-34	30.1	30.4	30.1	59.8	56.2
35-49	34.8	33.4	35.4	28.9	33
50-65	35.1	36.2	34.5	11.3	10.8

The survey database will be available at OrganicEprints, when the project ends December 31, 2017.