SOCIO-DEMOGRAPHIC SECTION

(To allow the creation of representative groups of consumers)

Sex ☐ Female ☐ Male	
Year of birth Household size (including yourself)	Occupation Employee Business owner / freelance Retired Housewife Unoccupied Student Other
	Household income per year
Education None Primary school Middle School High School Bachelor of Science Master of Science	 □ Below 10.000 € □ Between 11.000 and 20.000 € □ Between 21.000 and 35.000 € □ Between 36.000 and 50.000 € □ Between 51.000 and 75.000 □ Over 75.000
Place of residence:	Urban area: ☐ Yes

PART ONE

1) Which kind of diet do you follow?

- a) Omnivorous (consumption of both vegetal products and animal-derived foods: meat, milk, eggs, etc.)
- b) Vegetarian (the questionnaire ends here)
- c) Vegan (the questionnaire ends here)

2) How often do you eat the following kind of meat / meat products? (e.g., salami, hamburgers, et.)?

	At least	More	At least	Less than	Never (the
	once a week	than once a week	once a month	once a month	questionnaire ends here)
Chicken / Turkey	0	0	0	0	0
Pork	0	0	0	0	0
Beef	0	0	0	0	0

3) Where does your knowledge on the conditions under which farm animals are raised come from?

- a) I don't have any specific knowledge
- b) mass media (Television, web, newspapers)
- c) direct knowledge (1-2 visits to animal farms)
- d) direct knowledge (more than 2 visits to farms)
- e) I am a farmer / veterinarian / agronomist / etc.
- f) Other (please specify)_____

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- a) Laying hens
- b) Broilers / Poultry
- c) Pigs
- d) Beef cattle
- e) Dairy cows
- f) Fish
- g) Other (please specify)_____

5) Have you ever heard/read about animal welfare?

- a) Yes
- b) No

6) Which ones, among these aspects, are the most important in determining the level of animal welfare? (multiple choice)

- a) Sufficient space
- b) Adequate transports
- c) Quality of staff
- d) Access outside
- e) Natural behaviour

- f) Humane slaughtering
- g) Absence of mutilations
- h) All of the above
- i) None of the above
- 7) Which one/ones among the following production phases are regulated by laws on animal protection? (multiple choice)
 - a) Rearing
 - b) Feeding
 - c) Transport (between farms, from farm to slaughter)
 - d) Slaughtering
 - e) All of the above
 - f) None of the above
- 8) Please evaluate on a 1-to-5 scale (where 1=minimum welfare; 5= maximum welfare) the level of welfare of the following species on farm

	1	2	3	4	5
Laying hens	0	0	0	0	0
Broilers	0	0	0	0	0
Pigs	0	0	0	0	0
Beef cattle	0	0	0	0	0
Dairy cows	0	0	0	0	0
Fish	0	0	0	0	0
Other (please specify)	0	0	0	0	0

- 9) What products are obtained respecting high animal welfare standards? (multiple choice)
 - 1. Organic products
 - 2. Private labels certifying high animal welfare schemes
 - 3. Products certified as PDO / PGI
 - 4. Products obtained from extensive farming
 - 5. Barn eggs
 - 6. Biodynamic products
 - 7. Antibiotic-free products
 - 8. Other (please specify)

10) Please score, on a 1-to-10 scale, the importance you attribute to animal welfare at time of food purchasing

0	1	2	3	4	5	6	7	8	9	10
Not										Extremely
important										important
at all										

a. No								
	metimes							
c. Yes	s (please specify which k	aind of product_						
lease i	indicate the degree of	agreement/dis	agreen	nent	wit	h e	ach	of 1
ateme	_	ugi cement, uisi	ugi cen		****	.11 (ucii	01 (
roduct	ts obtained respecting hi	igh animal welf	are sta	nda	rds	are a	also.	(0
isagree	e; 5= completely agree)							
			0	1	2	3	4	5
Mor	re safe		0	0	0	0	0	0
Mor	re reliable		0	0	0	0	0	0
Moi	re tasty		0	0	0	0	0	0
Hea	althier		0	0	0	0	0	0
Moı	re fresh		0	0	0	0	0	0
Gre	ener		0	0	0	0	0	0
Moı	re expensive		0	0	0	0	0	0
Moi	re ethical		0	0	0	0	0	0
Oth	er (please specify)	0	0	0	0	0	0
re you Yes	aware that male pigs a	re castrated wi	thin th	ne fii	rst v	veek	of l	ife?
No								
you a	nswered yes, do you k	now the reason	/reaso	ns v	vhy	mal	e pi	gs al
	• • •				·		- '	_
nultipl	e cnoice)							
nultipl	I do not know the reasor	1						
nultipl No,	*		eat					
nultipl No, To a	I do not know the reason	rs/flavours in me						
nultipl No, To a To l	I do not know the reason avoid questionable odour	rs/flavours in me						
nultipl No, To a To l To i	I do not know the reason avoid questionable odour limit aggression/competit	rs/flavours in me						
nultipl No, To a To i To a	I do not know the reason avoid questionable odour limit aggression/competit improve animal growth	rs/flavours in me						
nultipl No, To a To l To i All	I do not know the reason avoid questionable odour limit aggression/competing improve animal growth avoid unwanted mating	rs/flavours in me						

<u>15 INTRO – Please read carefully the following paragraph before continuing answering the questionnaire</u>

In many countries of the world male pigs are castrated. The aim of castration is to avoid the

development of of due to sexual man One of the most legislation, surginand/or analgesics must be carried of In Italy pigs are used in countries consists in the authorefore prevent	frequenced calcalcalcalcalcalcalcalcalcalcalcalcalc	and to ently u stration done h the a castra ation m as Braz stration	o limit ased m n can within dministed be nethod il, Nev n of a	aggres ethods be carn the fir stration fore the s have v Zeala vaccin	sion are (also ried our st week of an e 7th deen gand and and and and and and and and and	nd comin Italy it with the control of a seasthet ay of liproposed Austr	petitio	n between rgical candmining the 7 lanalge mong the immuno	en anima castration istration of the day of sics. ese, the nocastratio	ls According to of anaesthetics life, castration nost frequently n. This method
Do you agree wand with the Yes No					_		tration	n withou	ut anaest	hetics/analgesics
NEW –Please in of immunocastr		, on a	0-to-1	0 scal	e, you	r degre	ee of a	greeme	nt/disagr	reement with the
0	1	2	3	4	5	6	7	8	9	10
Completely										Completely
disagree										agree

"NEUTRAL INFORMATION" GROUP

17 W	hich of the following meat products would you buy? (single choice)
	Pork from animals surgically castrated
	Pork from animals surgically castrated with the administration of anesthesia/analgesia
	Pork from animals genetically selected for their low risk of developing boar taint
	Pork from immunocastrated animals
	Pork from entire (non castrated) animals (I do not care of boar taint)
	Other (please, specify)
18 W	ould you be willing to pay a premium price for these products?
	Yes
	No
as a p	you answered 'yes', which premium price would you be willing to pay? (Please express it percentage – your answer can exceed 100%)
immu consu	7 02- Assuming that the abandonment of surgical castration and the adoption of inocastration would improve pig welfare, at what extent, would you be willing to imme products obtained through the use of immunocastration? Please rate your score on a 100 scale.
	01 – Which premium price, expressed as a percentage, would you be willing to pay for inocastrated pork? Please rate your score on a 0 to 100 scale.
16 Do	you think that immunocastration might carry some risks?
	Yes
	I don't know
	No
	03 – Please indicate (expressing it as a percentage) at what extent do you think that inocastration might carry some risks (even if still unknown) for consumers' health
16s If	f you answered "yes" or "I don't know" to question 16, please indicate what kind of risks
	ou worried about
	ou worried about Uaccine residues in meat
	☐ Vaccine residues in meat

"POSITIVE-NEGATIVE INFORMATION" (+/-) GROUP

<u>d.20 – Please read carefully the following paragraph before continuing answering the</u> questionnaire

When compared to surgical castration, immunocastration has some advantages:

- <u>Improvement of animal welfare:</u> immunocastration involves 2-3 administrations of the vaccine (subcutaneous injection). The administration causes only minimal pain, especially if compared to surgical castration carried out without anesthesia/analgesia.
- <u>Meat quality</u>: immunocastration does not affect meat quality. According to some studies, improvements in pigs' productive performances can be observed.

	0	1	2	3	4	5	6	7	8	9	10
	Completely										Completely
	disagree										agree
17 W	hich of the fol	lowing	g meat	produ	icts wo	ould yo	ou buy	? (sing	gle choic	ce)	
	Pork from an	nimals	surgica	ally cas	trated						
	Pork from an	nimals	surgica	ally cas	trated	with th	ne adm	inistra	tion of	anesthesi	a/analgesia
	Pork from an		_	•							•
	Pork from in		_	•							
	Pork from er	ntire (n	on cast	rated)	anima	ls (I do	not ca	are of b	oar tair	nt)	
	Other (please									,	
18 W	ould you be w	villing 1	o nav	a prer	nium ı	orice f	or the	se pro	ducts?		
	Yes	8	o puj	P			01 0110,	P-0			
	105										

<u>d21 Please read carefully the following paragraph before continuing answering the questionnaire</u>

When compared to surgical castration, immunocastration brings some **disadvantages:**

- <u>Increased costs:</u> due to both vaccine price and manpower for vaccine administration (each male pig must receive 2-3 injections during his lifetime).
- Risks for the operator: heavy pigs need 3 administrations of the product and the last doses must be administered when animals have reached a high body weight (100-160 kg). In case of accidental self-injection, the operator might experience similar effects to those seen in pigs, including a temporary reduction in sexual hormones and reproductive functions.

	e indicate, on nocastration	a 0-to)-10 sc	cale, y	your d	legree	of agi	reemei	nt/disag	reement v	with the use of
mmu	0	1	2	3	4	5	6	7	8	9	10
	Completely disagree										Completely agree
	Do you belie ct to those you				of imm	unoca	astratio	on miş	ght car	ry additio	onal risks, with
	Yes (goes to	questic	n 22bl	b)							
	No (goes to o	questio	on 23)								
D22bl	b Please indica	nte wh	ich kir	nd of i	risks a	re voi	ı worri	ied abo	out		
D2201	o i lease mare	uc wii]]]	☐ Va ☐ Ris ☐ Lo	sks for ng-teri	residue pigs' m, still	es in me health	eat own ris	ks for th	ne consume	ers
23 WI	nich of the foll	owing	meat	produ	icts wo	ould y	ou buy	? (sing	gle choi	ce)	
	Pork from an	imals s	surgica	lly cas	strated						
	Pork from an	imals s	surgica	lly cas	strated	with t	he adm	ninistra	tion of	anesthesia/	'analgesia
	Pork from and Pork from im	_		•		for th	eir low	risk o	f develo	ping boar	taint
	Pork from en	tire (no	on cast	rated)	anima	ls (I de	o not ca	are of l	oar tair	nt)	
	Other (please	, speci	fy)				
24 Wo	ould you be wi Yes No	lling t	o pay :	a prei	mium j	price f	for the	se pro	ducts?		
as a p	you answered ercentage – yo	ur an					ould y	ou be	willing	to pay? (P	Please express it

immunocastration would im	abandonment of surgical castration and the adoption of aprove pig welfare, at what extent would you be willing to through the use of immunocastration? Please rate your score on a
New 01 – Which premium jimmunocastrated pork?	price, expressed as a percentage, would you be willing to pay for
☐ Yes☐ I don't know☐ NoNew 03 – Please indicate (ex	se of immunocastration might carry some risks? pressing it as a percentage) at what extent do you think that rry some risks (even if still unknown) for consumers' health
16s If you answered "yes" or are you worried about	r "I don't know" to question 16, please indicate which kind of risks
	 □ Vaccine residues in meat □ Risks for pigs' health □ Long-term, still unknown risks for the consumers □ Other (please specify

END OF THE +/- GROUP

"NEGATIVE-POSITIVE INFORMATION" (-/+) GROUP

<u>d21 Please read carefully the following paragraph before continuing answering the questionnaire</u>

When compared to surgical castration, immunocastration brings some disadvantages:

- <u>Increased costs:</u> due both to vaccine price and manpower for vaccine administration (each male pig must receive 2/3 injections during his lifetime).
- Risks for the operator: heavy pigs need 3 administrations of the product and the last doses must be administered when animals have reached a high body weight (100-160 kg). In case of accidental self-injection, the operator might experience similar effects to those seen in pigs, including a temporary reduction in sexual hormones and reproductive functions.

	0	1	2	3	4	5	6	7	8	9	10
	Completely										Completely
	disagree										agree
	•				f imn	nunoca	stratio	n miş	ght car	ry additi	ional risks, with
_	ct to those you	-									
	Yes (goes to	-		b)							
	No (goes to	questio	on 23)								
D22 ł	b please indic	ate wh	nich ki	nd of	risks a	are voi	ı worr	ied ab	out		
	F					-	s in me				
			Ī	☐ Ris	sks for	pigs'	health				
			[Lo	ng-teri	m, still	unkno	wn ris	ks for th	ne consum	ners
			[Otl	her (pl	ease sp	ecify_)		
17 W	hich of the fol	lowing	meat	produ	icts w	ould v	ou buy	? (sing	gle choi	ce)	
				_		-	•	` `		,	
			-	-			he adm	inistra	tion of	anesthesia	a/analgesia
			_	•							•
		_		-							
	Pork from en	tire (no	on cast	rated)	anima	ls (I do	not ca	are of l	oar tair	nt)	
	Other (please	e, speci	fy)				
	ould you be w	illing t	o nav	a nrei	nium	nrice f	or the	se pro	ducts?		
18 W	•	g v	o puj	u prei		price .	or the	oc pro	aucis.		
18 W	Yes										
18 W	Yes No										

d.20 Please read carefully the following paragraph before continuing answering the questionnaire

Compared to surgical castration, immunocastration has some advantages:

- <u>Improvement of animal welfare:</u> immunocastration consists of 2-3 administrations of the vaccine (subcutaneous injection). The administration causes only minimal pain, especially if compared to surgical castration carried out without anesthesia/analgesia.
- <u>Meat quality</u>: immunocastration does not affect meat quality. According to some studies, improvements in pigs' productive performances can be observed.

	e indicate, on nocastration	a 0-t	o-10 s	cale, y	our d	egree	of agi	eemei	nt/disag	reement	with the use of
mmu		1	2	3	4	5	6	7	8	9	10
	Completely disagree							<u> </u>			10 Completely agree
23 WI	nich of the fol	lowing	g meat	produ	icts wo	ould vo	ou buv	? (Sin	gle choi	ce)	
	Pork from animals surgically castrated with the administration of anesthesia/analgesia										
	Pork from animals genetically selected for their low risk of developing boar taint										
	Pork from immunocastrated animals										
	□ Pork from entire (non castrated) animals (I do not care of boar taint)										
	Other (please							01			
25 If y as a p NEW immu consu	ercentage – y 02- Assuming nocastration	our an	swer o % the ab	can exc andon	ceed 10	00%) of surg	gical ca	astrati extent	on and would y	the adopt	
)1 – Which p nocastrated p		_	_			_	ntage,	would :	you be w	illing to pay for
16 Do	you believe t	hat th	e use o	f imm	unoca	stratio	n mig	ht car	ry some	risks?	
	Yes										
	I don't know	7									
	No										

New 03 – Please indicate (expressing it as a percentage) at what extent do you think that immunocastration might carry some risks (even if still unknown) for consumers' health							
16s If you answered "yes" are you worried about	or "I don't know" to question 16, please indicate which kind of risks Vaccine residues in meat Risks for pigs' health Long-term, still unknown risks for the consumers Other (please specify)						

END OF THE -/+ GROUP