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Austria

Biotechnology

Survey Shows Only 11% of Consumers Willing to Buy Biotech Foods

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Report Highlights:

A recent survey found that only 11% of Austrian consumers are willing to buy foods that contain biotech ingredients. In general, women are more skeptical about biotechnology than men, and young people (up to 29 years old) are more open to biotechnology than older people. Interviewees with above average income showed more willingness to buy biotech products. However, a high number of explicit "non-buyers" was university graduates. Regarding provinces, Vienna was the most biotech-friendly area.

Includes PSD Changes: No
Includes Trade Matrix: No
Unscheduled Report
Vienna [AU1]
[AU]

According to a recent survey done by the Focus Institute, only 11% of Austrian consumers are willing to buy foods containing biotech ingredients. Three percent of these would definitely buy biotech products. However, the large majority of respondents refuse to purchase biotech foods.

The Austrian-wide survey, where 500 people were interviewed, showed that women are significantly more skeptical about biotechnology than men. Comparing age groups, young consumers up to 29 years old displayed a more open view toward biotechnology food than compared to older age groups that were more skeptical.

Interviewees with above average income showed more willingness to buy biotech products, whereas people with lower education levels had more doubts. However, a high number of explicit non-buyers was university graduates. Regarding provinces, Vienna was the most biotech-friendly area.

The study found that some people would not buy foods containing biotech ingredients. About 73 % of the interviewed consumers stated that they care about the ingredients at least sometimes, and 39% of these respondents indicated that they always read products' ingredients. 25 % of the interviewees noted they do not care about product ingredients at all. Women were more interested in ingredients than men, and elderly people cared more about ingredients than young people.