UNDERSTANDING CONSUMERS' PERCEPTION OF GAME MEAT

I – DEMOGRAPHIC CHARACTERISTICS

Gender	☐ male	☐ female			
Age	☐ ≤ 24	☐ 25 – 34	☐ 35 – 44	☐ 45 – 54	☐ ≥ 55
Education	☐ elementary school	☐ college	☐ university		
	☐ high school	☐ MSc / PhD	☐ student		
Number of members in household	☐ 1	☐ 2-3	☐ 4-5	☐ >5	
Have you ever consumed „game meat"?	☐ Yes	☐ No			

< If the answer to the above question is "**NO**", stop with the questions, but keep the questionnaire>

II – OVERALL PERCEPTION OF GAME MEAT

How often do you consume „game meat"	☐ few times in my life	☐ few times a year	
	☐ once a month	☐ few times a month	
When you hear „game meat" what type of animal comes first to your mind?	☐ pheasant	☐ quail	☐ partridge
	☐ wild pig/boar	☐ rabbit/hare	☐ deer
	☐ other _____		
What sensory characteristic of „game meat" comes first to your mind?	☐ taste	☐ texture	☐ juiciness
	☐ odor	☐ appearance	☐ tenderness
	☐ color	☐ strong feeling	☐ overall quality
During last 12 months, overall „game meat" consumption has	☐ increased	☐ stayed the same	☐ decreased

III – CHARACTERISTICS OF GAME MEAT

Statement	Degree of agreement				
(1) "strongly disagree", (2) "disagree", (3) "no opinion", (4) "agree" to (5) "strongly agree"	**1**	**2**	**3**	**4**	**5**
	strongly disagree	disagree	no opinion	agree	strongly agree
"Game meat" has many health benefits	☐	☐	☐	☐	☐
"Game meat" is low in fat	☐	☐	☐	☐	☐
"Game meat" is low in cholesterol	☐	☐	☐	☐	☐
"Game meat" is high in protein	☐	☐	☐	☐	☐
"Game meat" is not easily available for purchasing	☐	☐	☐	☐	☐
"Game meat" is more expensive than other types of meat	☐	☐	☐	☐	☐
"Game meat" has taste associated with wild animal species	☐	☐	☐	☐	☐
"Game meat" has odor associated with wild animal species	☐	☐	☐	☐	☐
"Game meat" has specific color, compared to other types of meat	☐	☐	☐	☐	☐
"Game meat" is a seasonal product	☐	☐	☐	☐	☐
"Game meat" is more "organic" than other types of meat	☐	☐	☐	☐	☐
"Game meat" is safer for consumption than other types of meat	☐	☐	☐	☐	☐

IV – REASONS FOR CONSUMING GAME MEAT

Statement	Degree of agreement				
(1) "strongly disagree", (2) "disagree", (3) "no opinion", (4) "agree" to (5) "strongly agree"	**1**	**2**	**3**	**4**	**5**
	strongly disagree	disagree	no opinion	agree	strongly agree
I consume "game meat" because of its specific taste	☐	☐	☐	☐	☐
I consume "game meat" because of its specific odor	☐	☐	☐	☐	☐
I consume "game meat" because of its juiciness	☐	☐	☐	☐	☐
I consume "game meat" because of its tenderness	☐	☐	☐	☐	☐
I consume "game meat" because it is nutritious	☐	☐	☐	☐	☐
I consume "game meat" because it is healthier compared to other types of meat	☐	☐	☐	☐	☐
I consume "game meat" because it is suitable for social occasions (eg. Inviting friends for dinner)	☐	☐	☐	☐	☐
I consume "game meat" because it can be easily accompanied by many side dishes	☐	☐	☐	☐	☐
I consume "game meat" because it is easy to prepare	☐	☐	☐	☐	☐
I consume "game meat" because it is a good way to show my cooking skills	☐	☐	☐	☐	☐
I consume "game meat" because of eating enjoyment	☐	☐	☐	☐	☐
I consume "game meat" because it's a part of my country culinary tradition	☐	☐	☐	☐	☐
I consume "game meat" only in restaurants	☐	☐	☐	☐	☐