

HONEY CONSUMPTION IN FRANCE:

Opinion survey on French average consumers



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Context and aim of the study:

The French beekeeping industry, as in many other countries, suffers a lack of statistics and figures on national or regional production and consumption. No public surveys about honey consumers’ habits are available and the little information usable is now dating from 2005.

The aim of this study was to fill this lack of data in France and propose an access for actors of the beekeeping industry, French or foreigners, willing to understand the market.

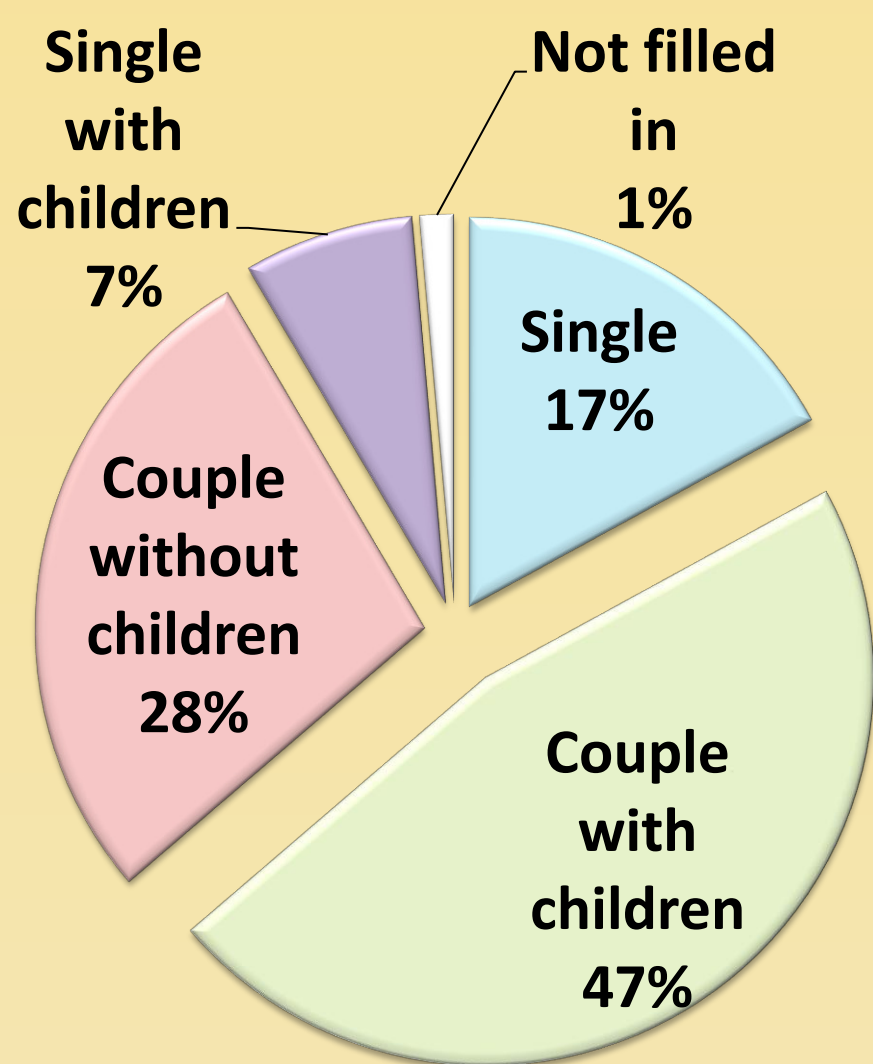
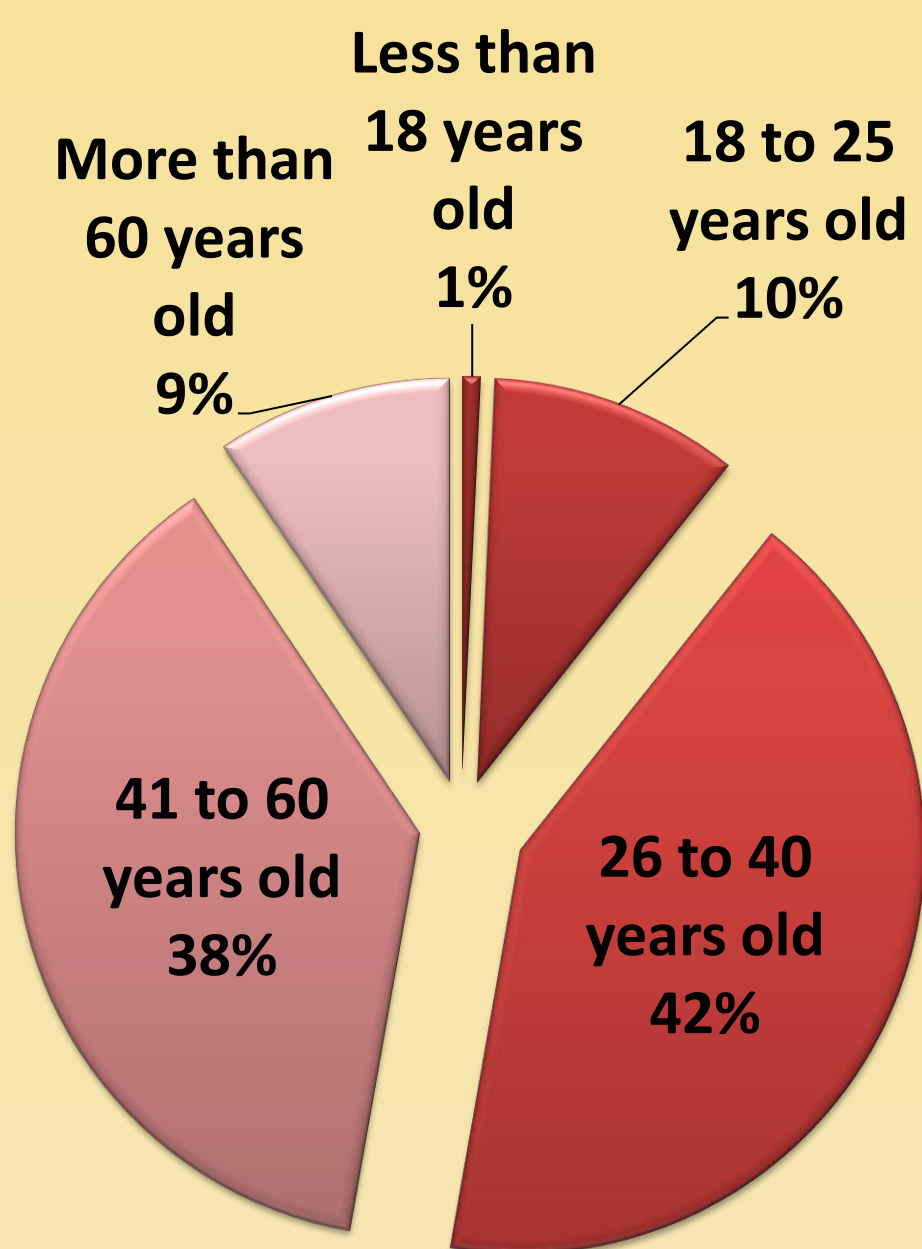
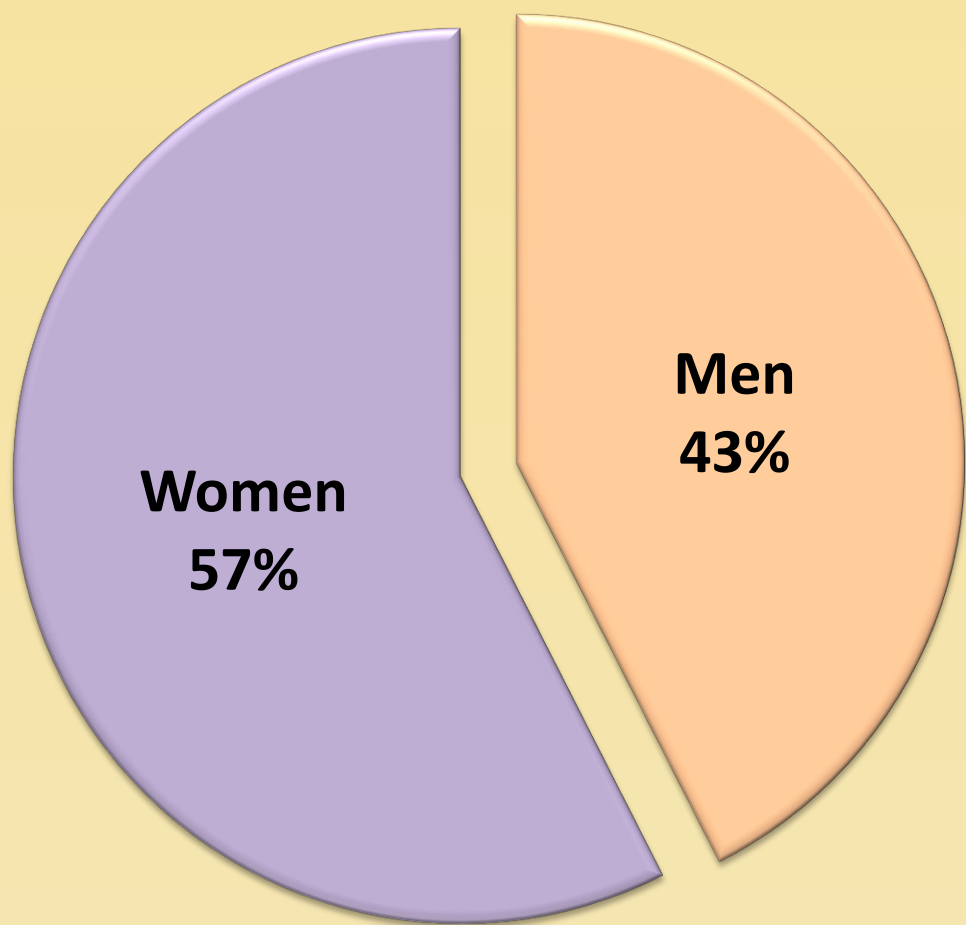
Questionnaire was composed of 6 social and demographic questions (common to all participants), 3 questions influencing the orientation of the survey (people who eat honey, people who do not eat honey and people who do not eat honey but at least one person in his household eats honey), and 14 questions on honey consumption habits.

Key information:

Realization of the study: APINOV
Opening date: 24/09/2010
Closing date: 28/02/2011
Number of participants: 722
Composition of the survey: Total of 23 questions (single and multiple choice, free expression and ranking questions)
Access of the questionnaire: from internet only
Confidence interval : between $\pm 0,73\%$ and $\pm 3,65\%$ (minimal and maximal error percentage calculated)

For more information about this study, please contact us.

Social and demographical results:

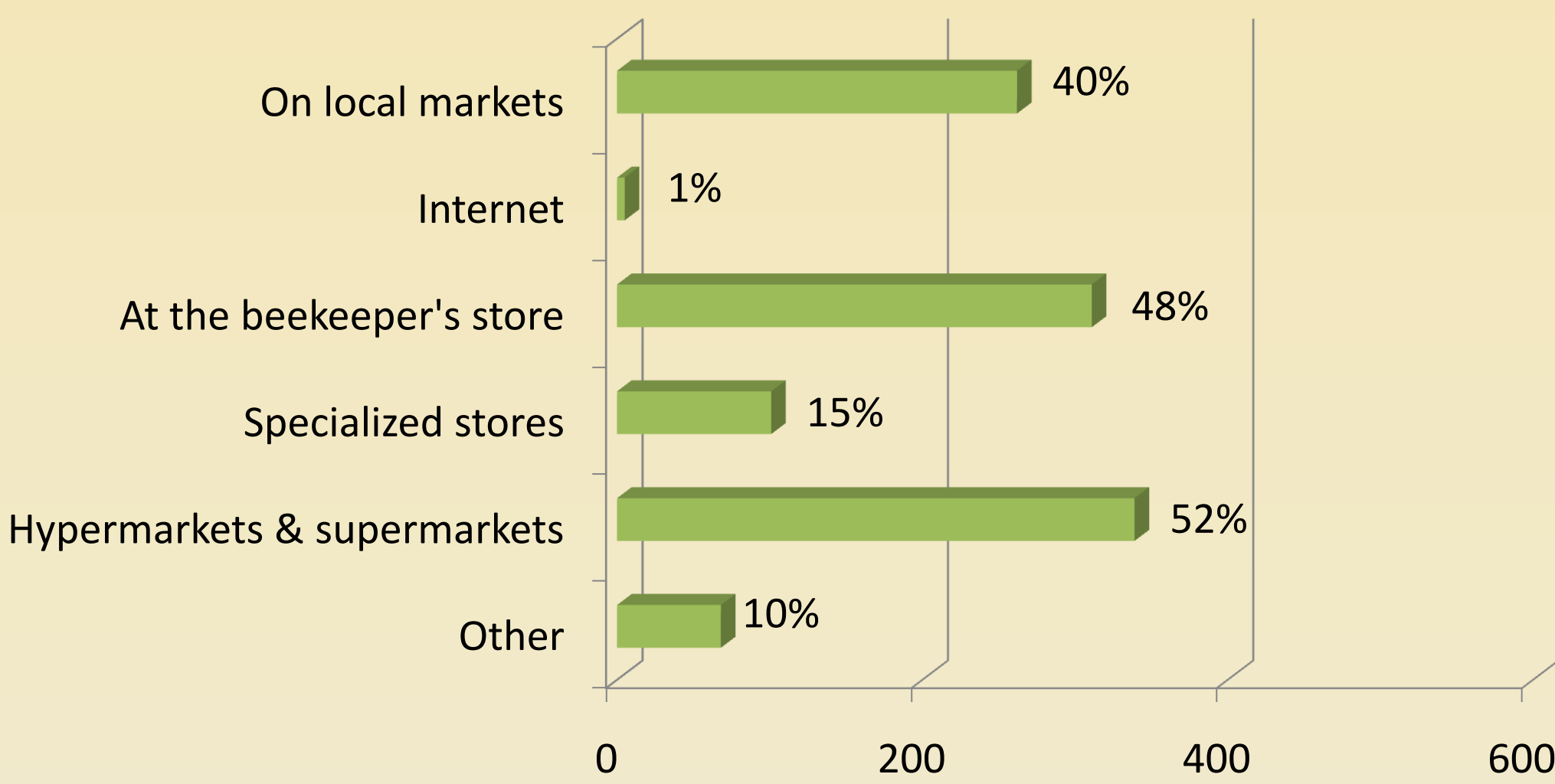


Honey consumption habits:

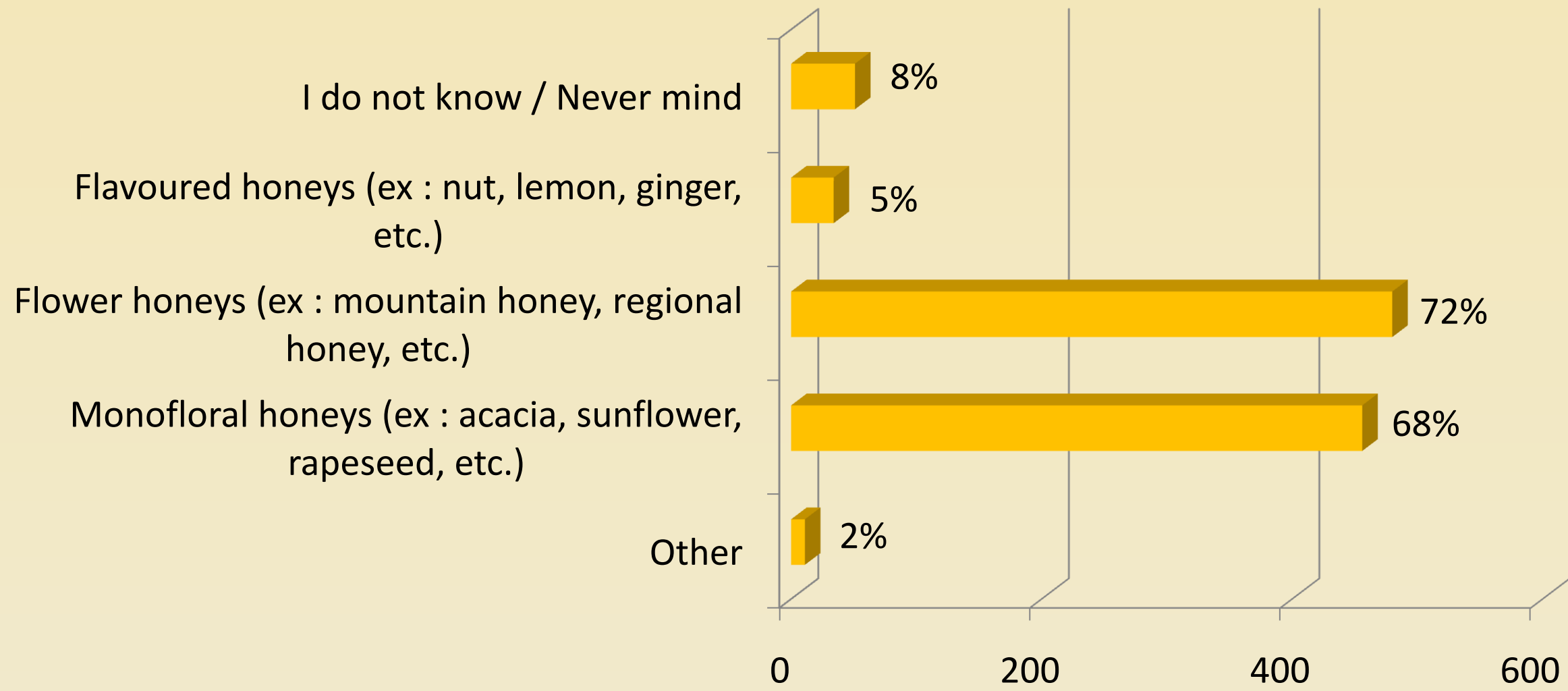
90 % of the participants declared that they ate honey.

These 650 participants were then asked 14 questions on their consumption habits. The four graphs beside are examples of results for these questions.

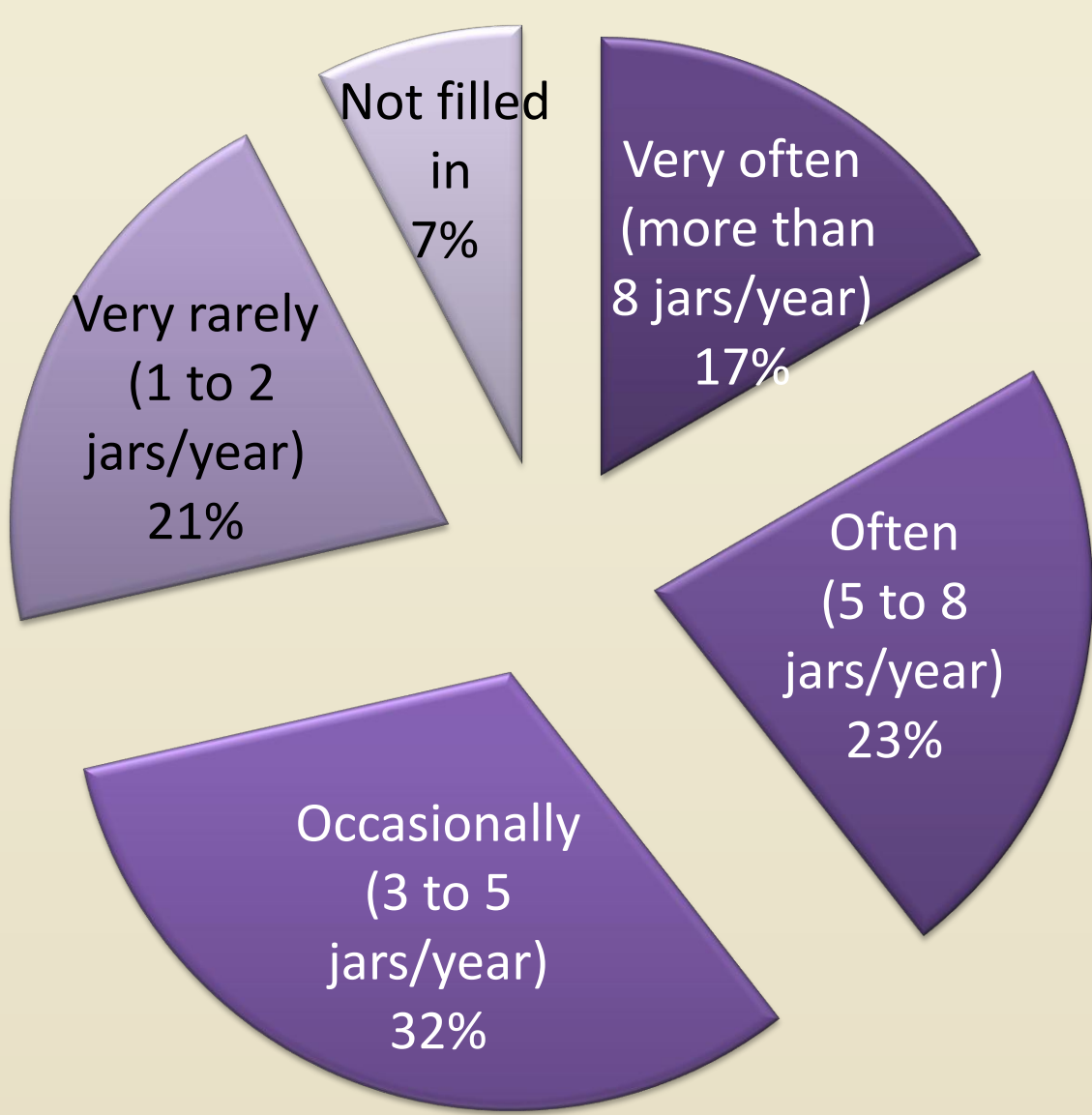
Where do you buy your honey ?
(multiple answers allowed)



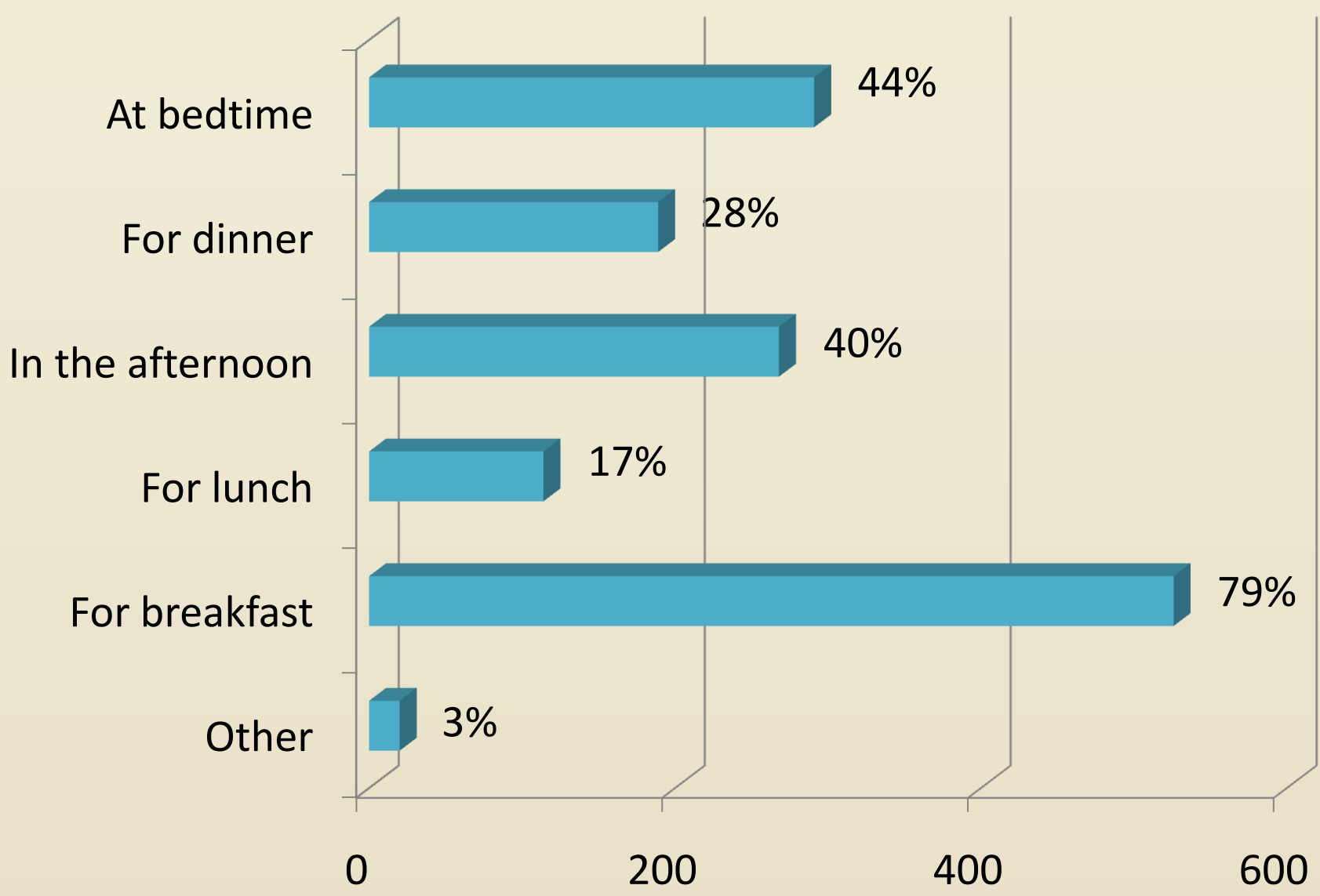
What type of honeys do you eat ?
(multiple answers allowed)



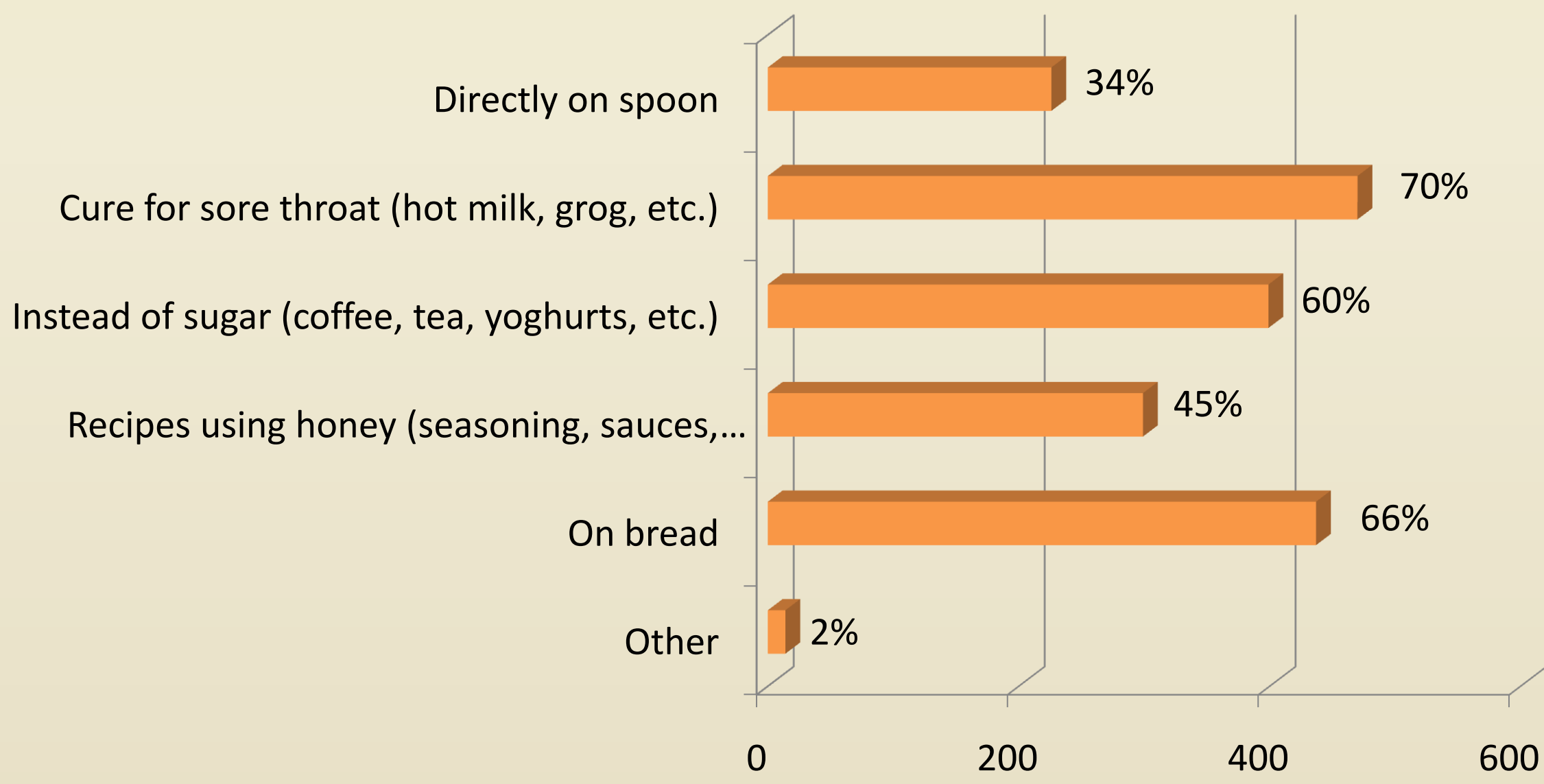
Frequency of honey consumption
(for an average jar of 500g)



When do you eat honey ?
(multiple answers allowed)



How do you eat honey ?
(multiple answers allowed)



Segmentation of the results:

Participants were all asked their social, demographic and geographic situations, which enables to segment results by age, profession and region depending on the need. Multiple combinations are thus possible.

Example of segmentation by age:

Frequency of honey consumption is increasing with age. Older people are more likely to eat honey *often* and *very often* (more than 5 jars per year).

Effectively, 23% of the less than 25 years old declared they did not eat honey, compared to 12% for the 26-40, 5% for the 41-60 and 6% for the more than 60.

This presentation is only a brief overview of this study. Results can be segmented according to specific criteria. For more information, please contact us.

Affirmative statements:

In order to test the image of honey on participants, all were asked to validate few statements when they agreed:

Statements	People who agreed
Honey is a product that can be stored in good conditions for a long time (more than 12 months)	88%
Heating crystallized honey has no incidence on its qualities	38%
Honey contains more calories than sugar	8%
Honey has a higher sweetening power than sugar	37%
Honey is recommended for sportsmen because it is a very high-calorie food	67%