Abstract

Objective: To identify attitudinal determinants of fish consumption in Spain and Poland, and to discuss the potential impact of local healthy eating policies in the observed reported frequency of fish consumption. Design: Repeated survey analysis, multivariate linear regression analysis. Data collected through a questionnaire that included socio-demographics, self-reported anthropometrics, as well as validated items of attitudinal and involvement scales, validated items of knowledge about fish, and behaviours (reported fish consumption). Setting: Consumer survey in Poland and Spain, 1800 respondents in 2004 and 1815 respondents in 2008. Results: In Poland, intentions to consume more fish and reported fish consumption increased in the four years period between both surveys, together with objective knowledge regarding fish. In Spain with the exception of subjective knowledge, fish consumption at home and total fish consumption, all attitudinal and involvement scale changes were statistically significant. Multivariate regression revealed that age had a small but significant positive effect in all scales, except for satisfaction with life, fish consumption out of home and subjective health. Satisfaction with life and subjective knowledge were significantly determined by household size. The differences between countries were statistically significant for involvement with health and fish, for intention to eat fish, the general attitudes and objective knowledge regarding fish. Conclusions: In Poland, a more positive attitude towards fish, and increased levels of knowledge about this product were observed and could partially be attributed to national policy efforts. In Spain, an interesting feature was observed: more people reported choosing fish when eating out in 2008 compared with respondents in 2004. Such a trend suggests that people slowly move towards healthier choices even in the out of home eating.

Keywords

Spain, Poland, SeaFoodPlus, EATWELL, Attitudes, Consumption, Fish, Nutritional Policy, Healthy eating policy.