

Exposium-GS1 Europeans and Traceability

13/10/2006

For more information about Traceability, visit GS1 website:

<http://www.gs1.org/productssolutions/traceability/>

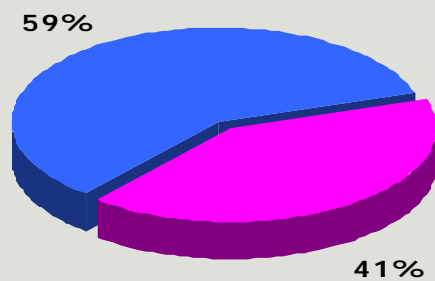
Knowledge and definitions of traceability



Aided Awareness

Q1 : Have you ever heard of traceability?

Total
(2647)



■ Yes ■ No



586



503



542



506



508

Yes	89%	71%	35%	60%	29%
No	11%	29%	65%	40%	71%



Information/Communication about traceability

In fact, traceability means being able to monitor a product at all stages from production through to delivery.

Q3 : How much is traceability discussed?

Total
2647



586



503



542



506



508



84%

1%	1%	1%	0%	1%
25%	13%	12%	18%	5%
71%	72%	57%	61%	59%
3%	14%	31%	21%	34%

74%

86%

88%

82%

93%



Use and priorities of traceability



Main applications of traceability

Q5 : Here are some phrases that could describe the use of traceability. From this list, in your opinion, which are the main uses of traceability? - You may select 3 possible answers -

Total
(2647)



586



503



542



506



508



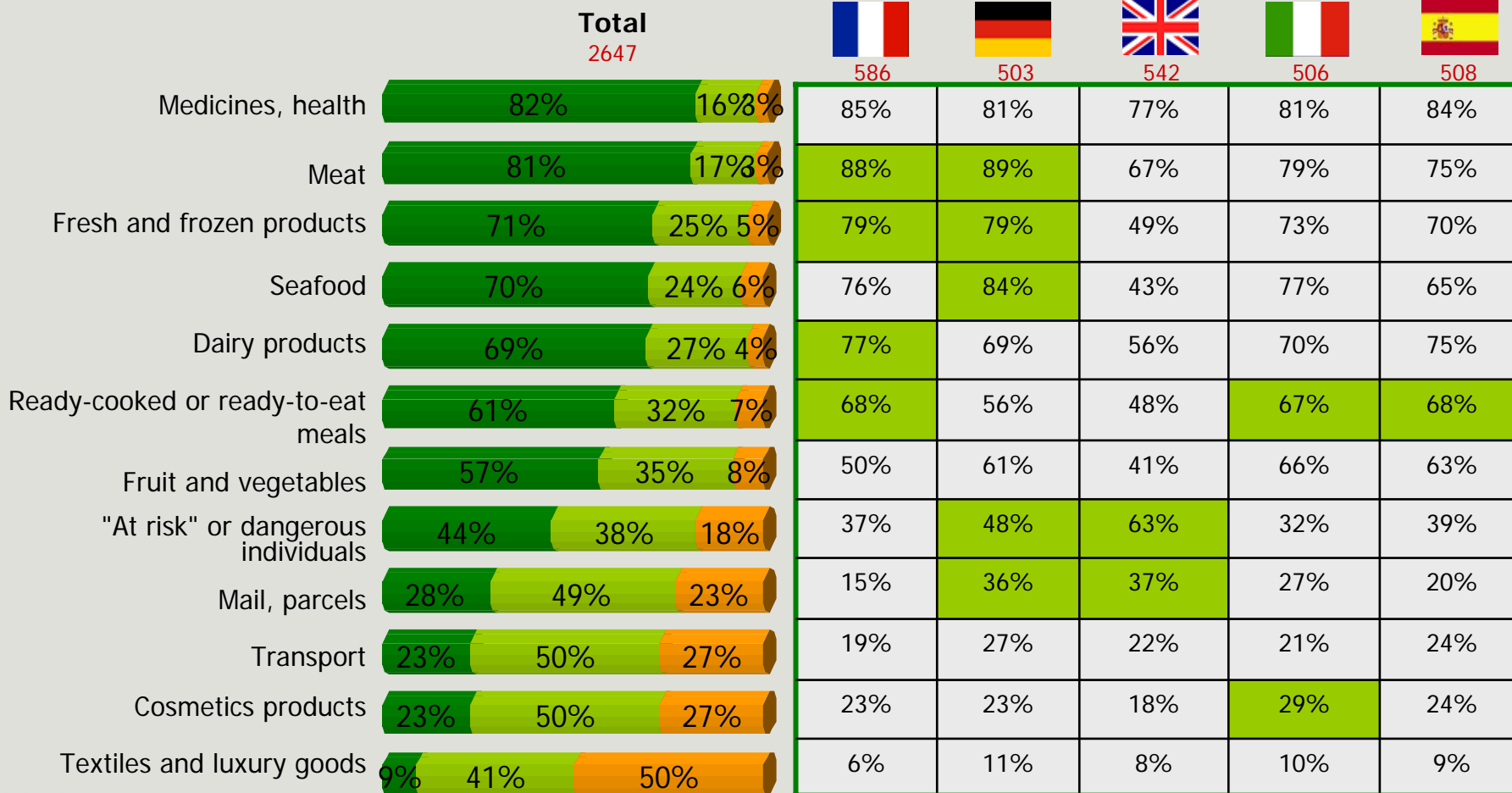
	France	Germany	United Kingdom	Italy	Spain
To withdraw products should they prove to be dangerous	66%	75%	60%	43%	53%
To offer reassurance as to the quality of products that people purchase	65%	45%	56%	60%	69%
To provide information about every stage of the manufacturing process	53%	27%	51%	55%	46%
To provide better information on product ingredients	47%	37%	37%	45%	45%
To fight counterfeiting	19%	36%	23%	36%	22%
To offer guarantees as to sustainable development or fair trade	14%	26%	19%	9%	20%
To help people in choosing "healthy" products	19%	16%	13%	26%	17%
To follow dangerous or "at risk" individuals	4%	15%	6%	4%	3%
To provide additional services that can be used every day (e.g. Loyalty Cards)	3%	8%	6%	7%	8%



Main applications of traceability

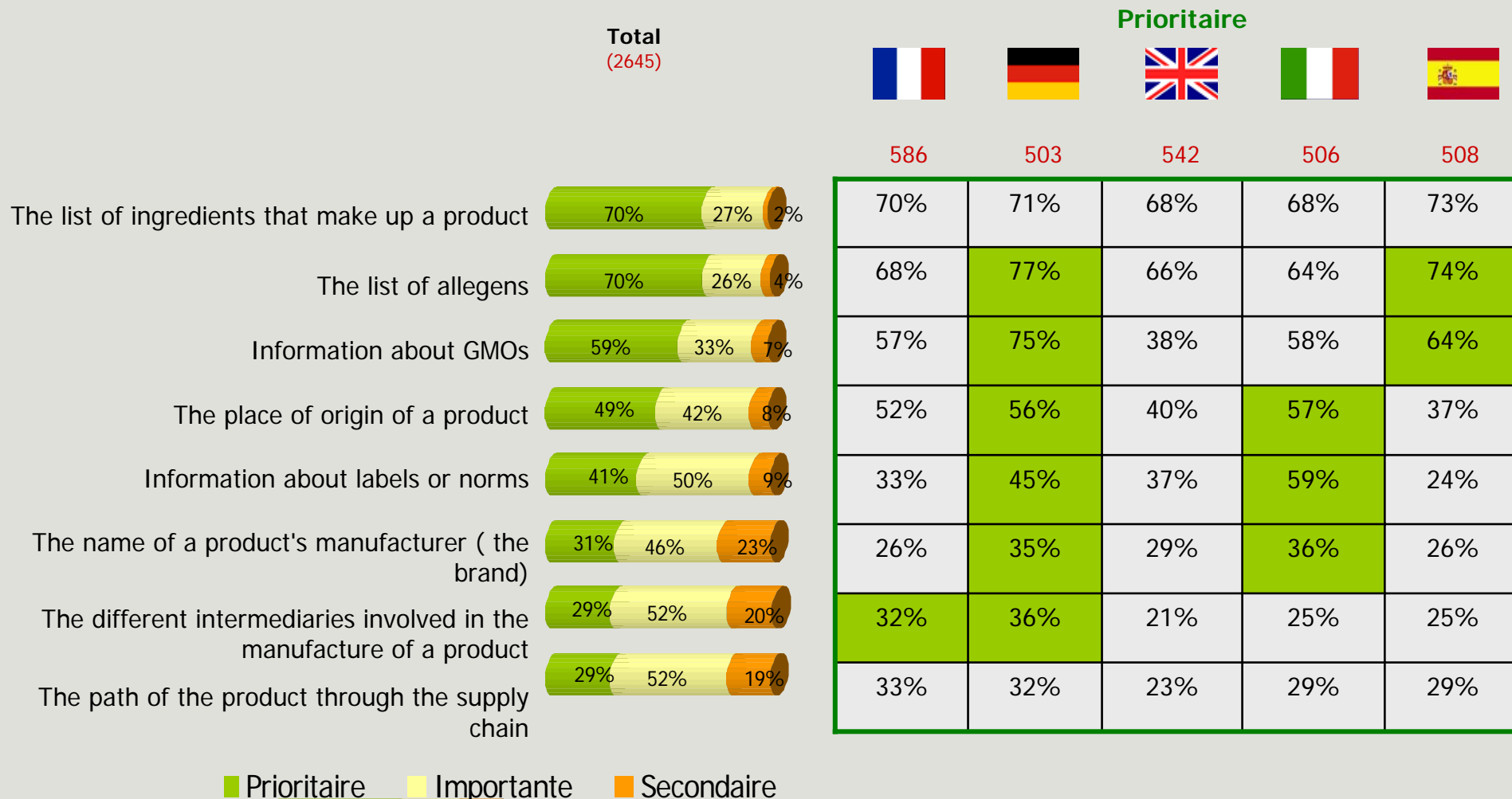
Q8 : For each of the items that I am going to mention, please state whether traceability is essential, important or secondary?

■ Prioritaire ■ Important ■ Secondaire



Key priorities for traceability

Q13 : Tell me which of the following phrases you consider it to be essential, important or secondary?



The perceived risks of traceability



Main perceived risks

Q7 : Here are the risks that are generally mentioned. From this list, in your opinion, which are the three greatest risks of traceability?
(Select only 3 answers)

Total
2647



586



503



542

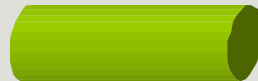


506



508

High costs for the consumer



63%

58%

64%

71%

60%

57%

Traceability creates new constraints for manufacturers



54%

64%

40%

41%

63%

71%

We are going to live in a society where everything is controlled



49%

48%

55%

57%

40%

41%

Everything will be classified in huge data bases



42%

36%

46%

38%

41%

46%

Creates a climate of fear and paranoia



26%

40%

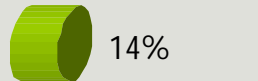
24%

33%

14%

20%

All products are going to be the same



14%

13%

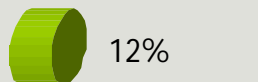
10%

15%

23%

11%

Knowing everything removes imagination



12%

7%

19%

12%

10%

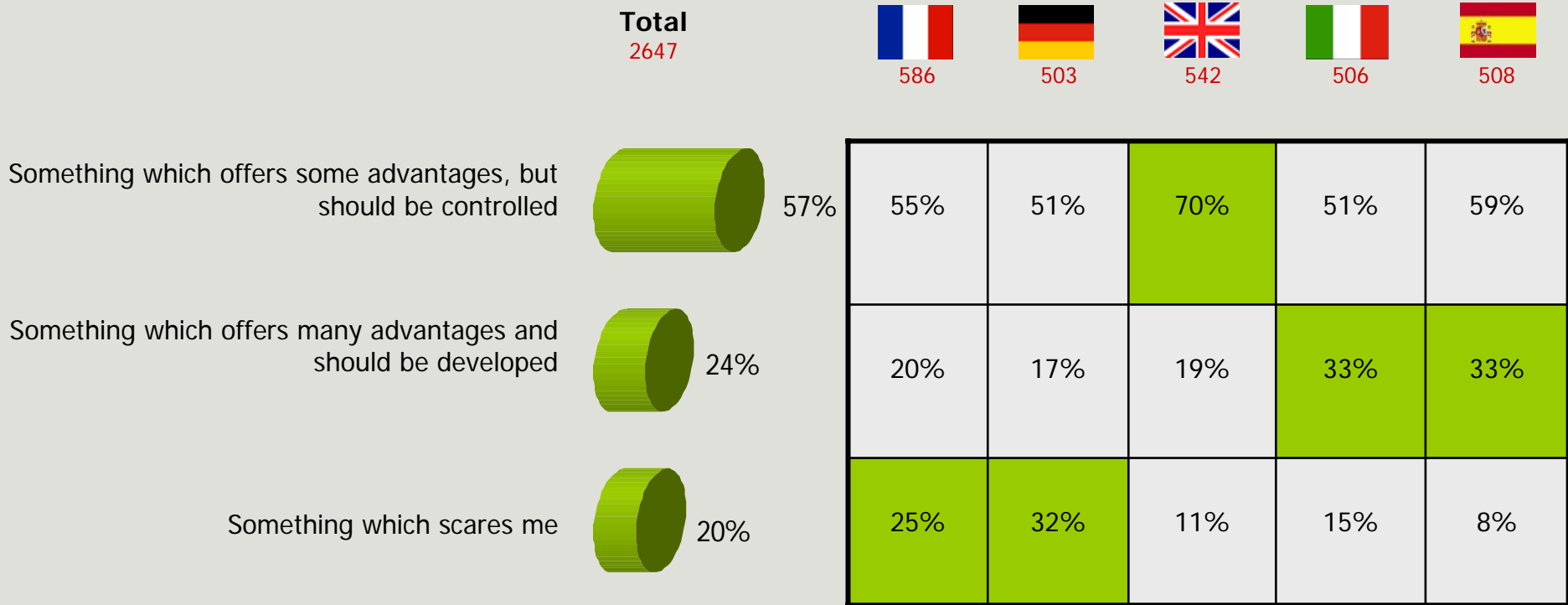
12%

58%	64%	71%	60%	57%
64%	40%	41%	63%	71%
48%	55%	57%	40%	41%
36%	46%	38%	41%	46%
40%	24%	33%	14%	20%
13%	10%	15%	23%	11%
7%	19%	12%	10%	12%



Perception of traceability applied to people

Q9 : What does traceability applied to people mean to you?

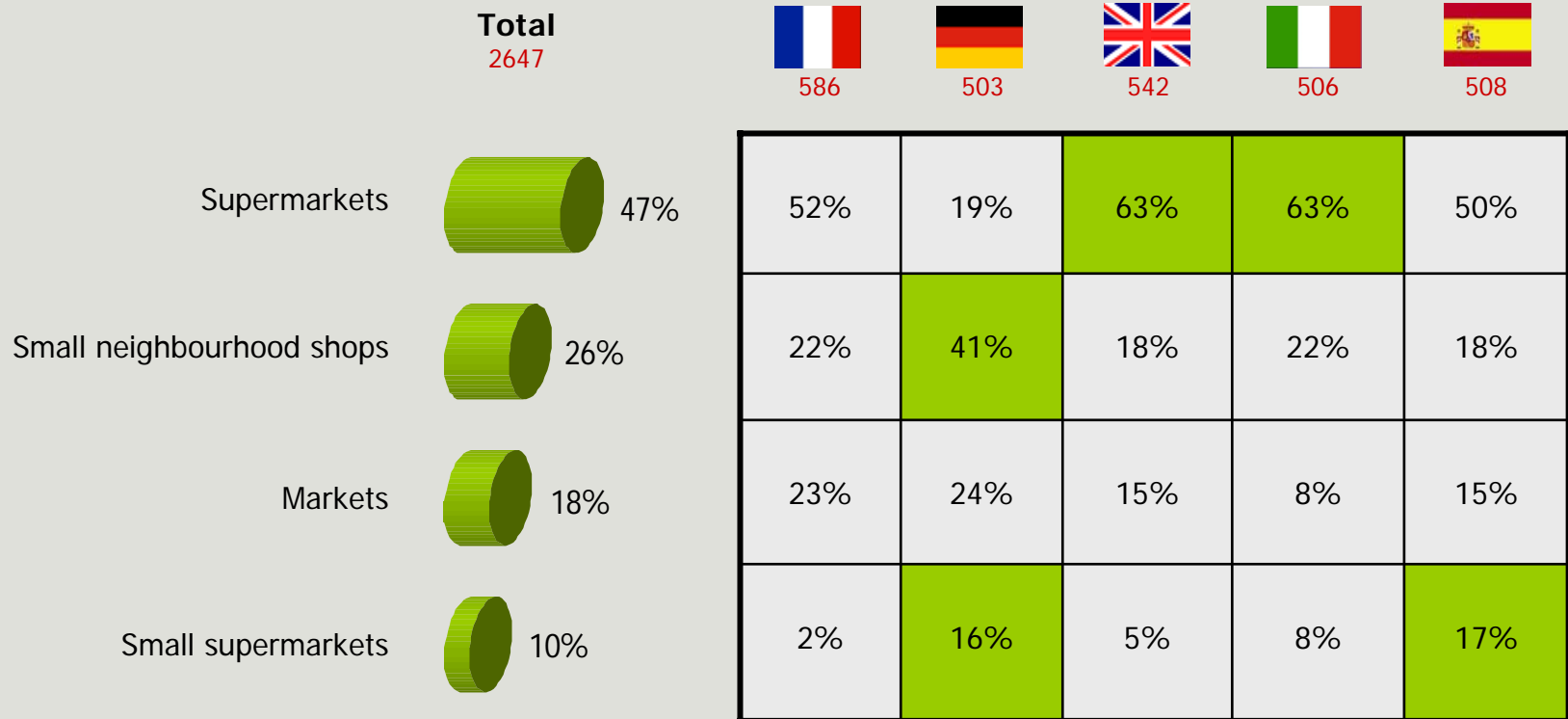


Confidence, responsibilities and guarantees



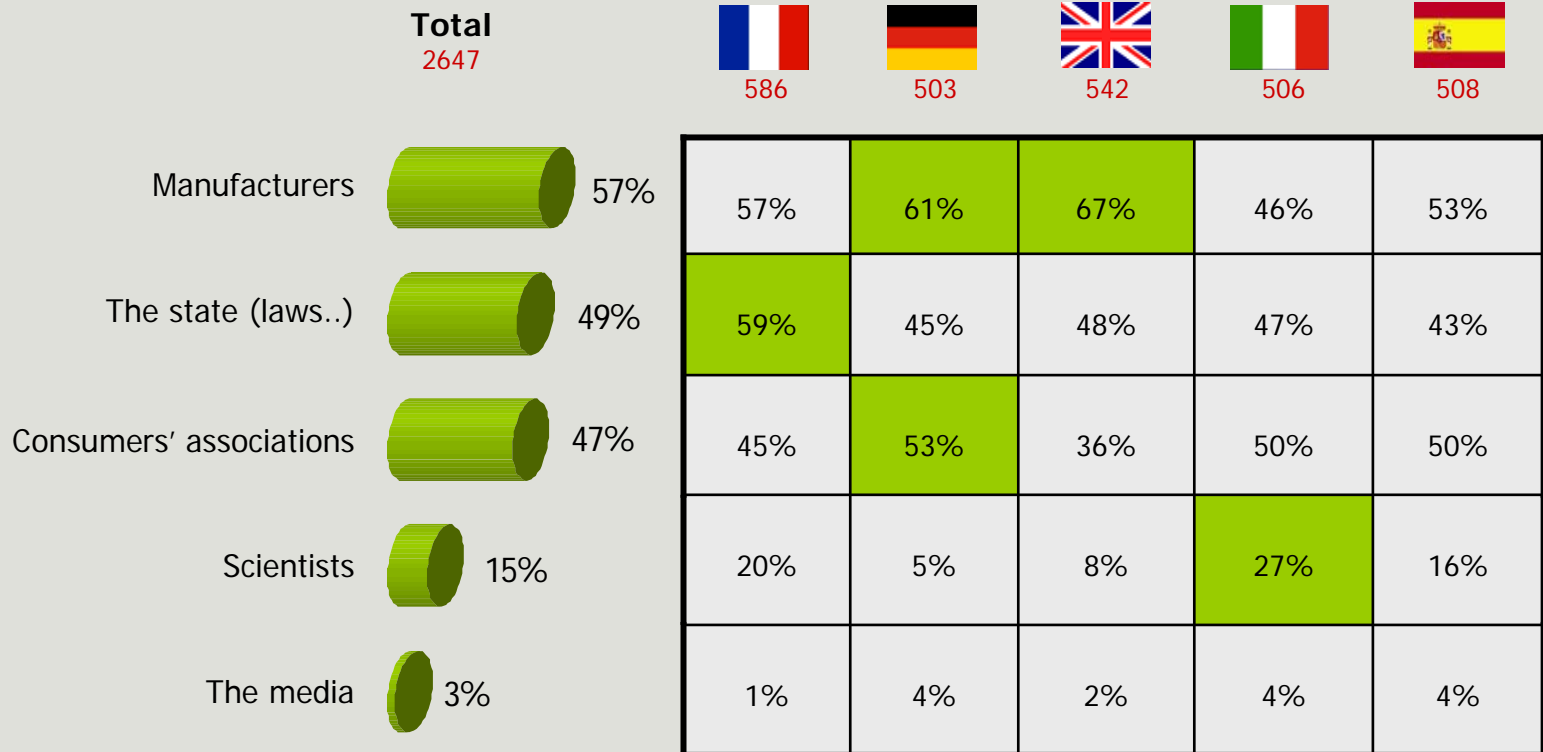
Confidence towards types of shop

Q10 : Which of the following types of shop do you trust the most?



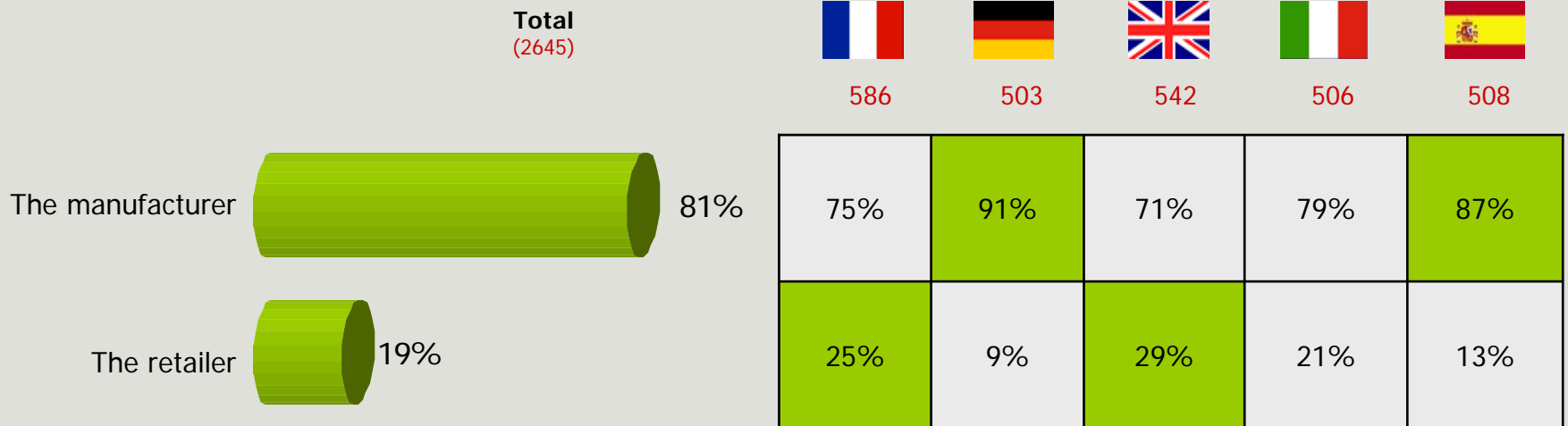
Guarantor of traceability

Q12 : For you, who should guarantee the traceability of a product ?



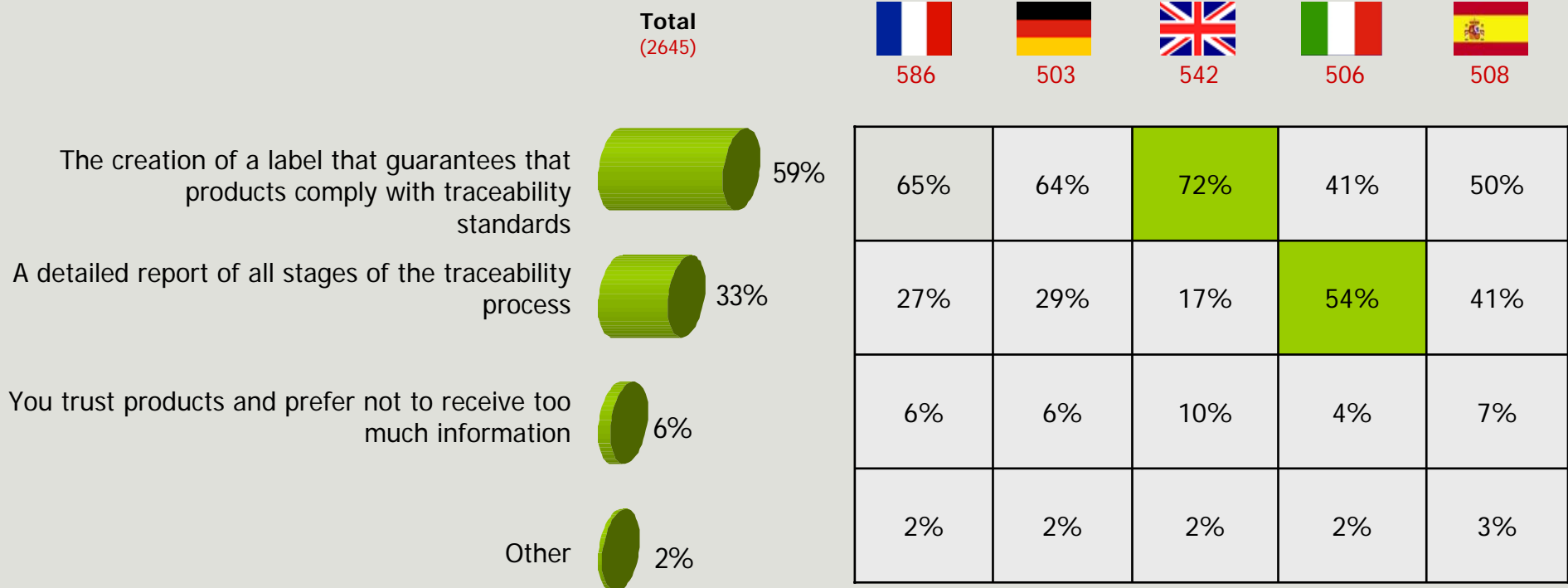
Responsibility in case of a problem

Q22 : If you had a problem with a product, who would you hold responsible?



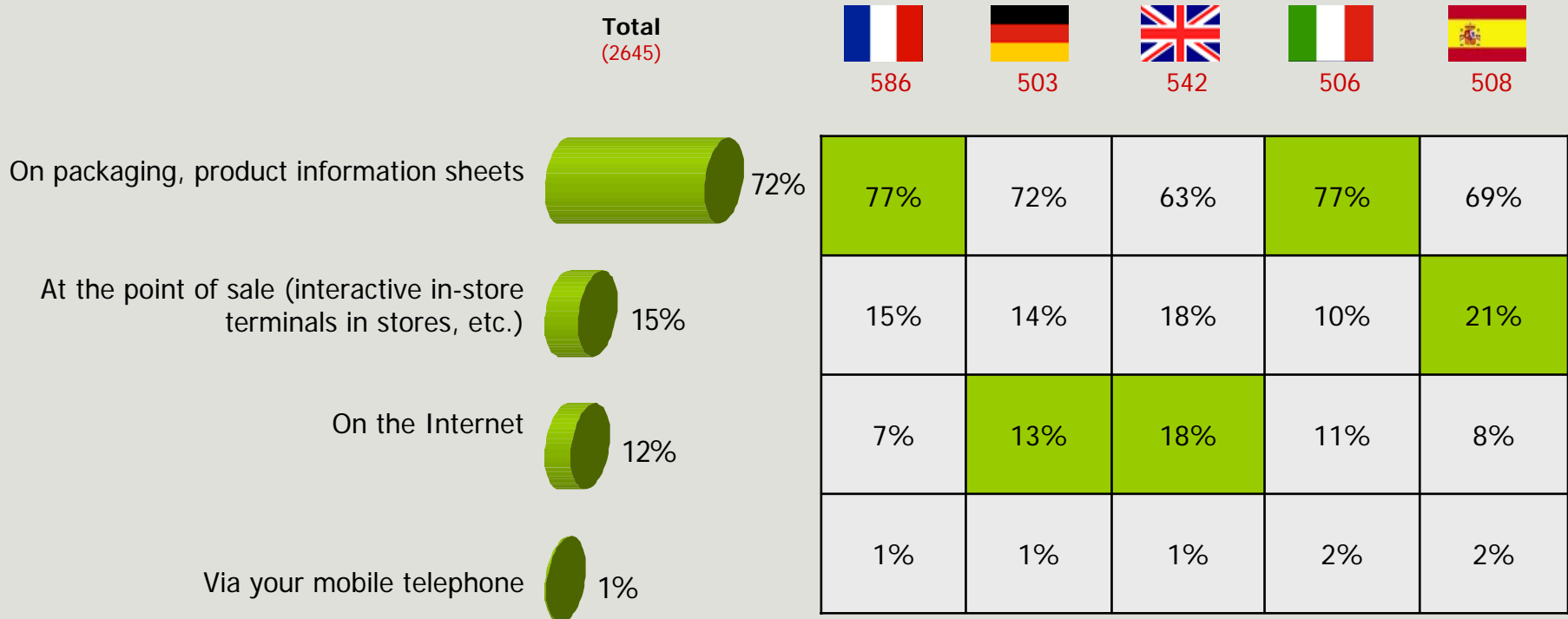
Guarantees of traceability

Q14 : In your opinion, which would be the best way to convince you of that a product's traceability is guaranteed?



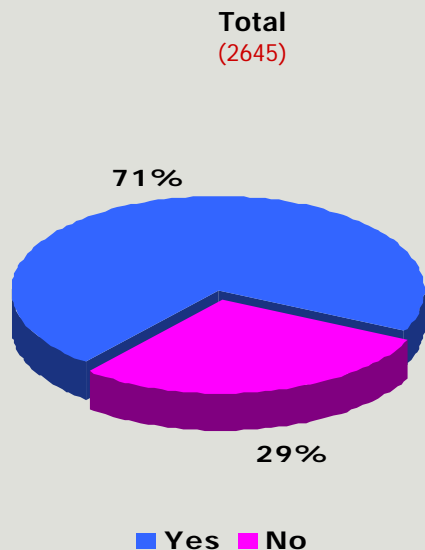
Mediums for supporting information about traceability






Q15 : By which medium would you like to receive information relating to traceability?



Ready to pay more for the traceability of a product

Q16 : Would you be prepared to pay 2 Euro cents more to enable the traceability of a product?



	 586	 503	 542	 506	 508
Yes	69%	71%	57%	82%	78%
No	31%	29%	43%	18%	22%

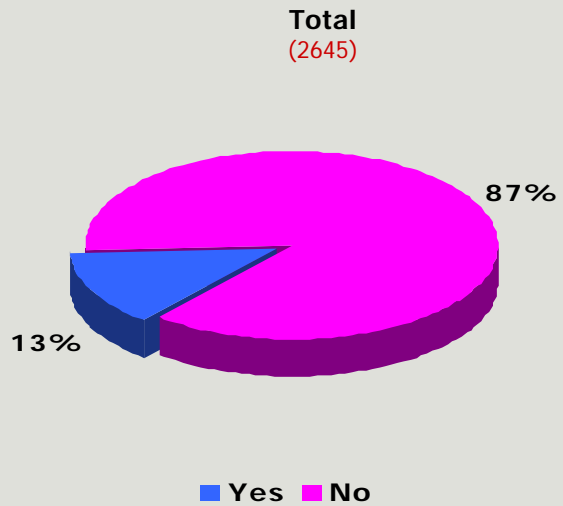







RFID : awareness and associated perceptions



RFID Aided Awareness

Q17 : Have you ever heard of RFID?








	 586	 503	 542	 506	 508
Yes	8%	27%	7%	10%	6%
No	92%	73%	93%	90%	94%



Main benefits of RFID technology

Q19 : For you, what are the main benefits of RFID technology ?



	 586	 503	 542	 506	 508
Certainty about quality and freshness	74%	60%	48%	67%	56%
Authentication of products	42%	36%	43%	53%	45%
To reduce the number of lost or stolen products	23%	41%	43%	33%	36%
To obtain a certificate of guarantee, allowing better after-sales service to clients	27%	19%	29%	32%	43%
In-store security	23%	37%	27%	23%	24%
To follow dangerous or "at risk" individuals	24%	30%	29%	13%	16%
Speed and efficiency at the grocery check-out	22%	29%	19%	18%	24%
Identification facility for recycling	19%	11%	11%	16%	11%
Reduction in disputes	20%	11%	10%	13%	9%
Reduction of out-of-stocks	9%	11%	10%	4%	9%
Other	1%	1%	0%	1%	2%



Perception of RFID

Q19bis : For you, what is RFID ?

