

CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Tropical AgriSciences



**Czech Consumers' Attitudes Towards Rabbit
Meat**

BACHELOR'S THESIS

Prague 2025

Author: Zuzana Rošáková

Supervisor: Ing. Petra Chaloupková, Ph.D., dr. h. c.

Consultant: doc. Tersia Kokošková, Ph.D.

Declaration

I hereby declare that I have done this thesis entitled Czech Consumers' Attitudes Towards Rabbit Meat independently, all texts in this thesis are original, and all the sources have been quoted and acknowledged by means of complete references and according to Citation rules of the FTA.

I declare that I have used AI tools in accordance with the internal regulations of University and the principles of academic integrity and ethics.

In Prague 17.4.2025

.....

Zuzana Rošáková

Acknowledgements

First and foremost, I would like to express my sincere gratitude to my supervisor, Petra Chaloupková, for her time, support, guidance, and valuable advice throughout the development of this thesis. I would also like to thank my consultant, Tersia Kokošková, for her helpful suggestions and insightful feedback.

Last but not least, my heartfelt thanks go to my family, altogether with my partner, for their invaluable support, patience, and encouragement throughout my studies. Without the support and inspiration of all these wonderful people, this thesis would not have been possible.

Abstract

Meat is one of the primary protein sources for humans worldwide, although certain livestock production systems have a significant impact on the environment. Rabbit meat could serve as a globally sustainable and affordable alternative to other meats, offering a nutritious, low-fat, and high-protein option that benefits both health and the environment, especially in low-income regions. Its quick reproduction, minimal space, and food needs make it a viable choice for addressing global meat consumption challenges. Although the production and consumption of rabbits is growing worldwide, mainly due to the rapid growth of production in Asia, it is still stagnating or declining in most countries, especially those with a tradition of rabbit meat dishes, including the Czech Republic. The main purpose of this study was to describe the current attitudes towards rabbit meat consumption among Czech consumers and given the fact that rabbit meat consumption has been declining in the majority of countries in previous years, to find out what factors lead to this decision and what could possibly change it. For this purpose, a questionnaire survey with a total of 220 respondents was used. Most of the Czech population has experience eating rabbit meat, and at least half of them consider it a traditional food. Previous experience plays an important role in the decision to consume. Consumers confirmed that rabbit meat has a high nutritional value, eating rabbit meat is beneficial for health, it is suitable for cooking and preparation, and rabbit meat production is sustainable. Therefore, the marketing strategies should underline these aspects. A significant barrier to the consumption of rabbit meat is a lack of availability, especially in urban areas. Consumption could be increased by introducing rabbit meat in schools or restaurants, and by more creative serving, such as fine dining or new, less traditional and healthier recipes.

Key words: consumer behaviour, meat consumption, traditional food, willingness to consume.

Contents

1. Introduction	1
2. Literature review	2
2.1. Rabbit meat benefits	3
2.2. Global consumption of rabbit meat	4
2.3. Consumers' attitudes towards rabbit meat production.....	6
2.3.1. Factors influencing willingness to consume.....	7
2.3.2. Factors affecting purchasing decisions	8
2.3.3. Quality parameters.....	9
2.3.4. Socio-economic factors	9
3. Aims of the thesis	13
4. Methods	14
4.1. Language and style assistance	14
4.2. Survey design and data collection	14
4.3. Data analysis.....	19
5. Results.....	20
5.1. Sociodemographic data and rabbit meat consumption habits	20
5.2. Attitudes towards meat consumption	24
5.3. Factors influencing the decision and willingness to consume.....	26
5.4. Consumer perception of rabbit meat	30
6. Discussion	32
6.1. Customs, traditions and habits in rabbit meat consumption.....	32
6.2. Consumer attitudes towards rabbit meat consumption.....	33
6.3. Limitations of the study	35
7. Conclusions	37
References.....	38

List of Tables

Table 1 Recent research on consumer attitudes towards rabbit meat consumption	11
Table 2 Operationalisation of the factors influencing consumption of rabbit meat used in the survey.....	17
Table 3 Sociodemographic characteristics of the respondents according to their rabbit meat consumption habits.....	22
Table 4 Factors influencing the frequency and willingness of consumption of rabbit meat	29
Table 5 Consumer perception of rabbit meat	31

List of Figures

Figure 1 Rabbit meat output and shares of major producing countries in 2018.....	4
Figure 2 Global rabbit meat outputs across continents (1961-2018).....	5
Figure 3 Current situation in the Czech Republic (2010-2019)	6
Figure 4 The conceptual design of the research and questionnaire structure.....	15
Figure 5 Czech respondents' preferences in terms of meat types	24
Figure 6 Czech respondents' preferences in terms of purchase form of rabbit meat	25
Figure 7 Most preferred type of meat purchase	25

List of the abbreviations used in the thesis

CSO Czech Statistical Office

FAO Food and Agriculture Organisation

WHO World Health Organisation

1. Introduction

Meat and its products are the main source of global protein intake (Ipsos 2020). This trend is also true for the Czech Republic, where, according to the Czech Statistical Office (CSO 2024), annual meat consumption in 2023 was approximately 82.4 kg per capita and according to Ipsos (2020), only 10% of the Czech population prefers a meat-free or meat-restricted diet (i.e. 90% of the Czech population consumes meat). Over the past 50 years, meat production has grown, and the world's production is now more than 350 million tonnes per year (Leiblová 2020). The most consumed meat types globally are beef, poultry, and pork (Ritchie et al. 2019). However, excessive meat consumption can be harmful and can lead to cardiovascular disease, cancer, and type 2 diabetes (Salter 2018). Moreover, livestock production is associated with a negative impact on the climate (Conzachi 2022). However, in recent decades, significant changes in consumer behaviour, driven by growing environmental awareness and new ethical attitudes towards sustainable development, have influenced food consumption patterns, including organic food preferences (Gaillac & Marbach 2021).

While beef, poultry and pork consumption currently dominate the Czech Republic, rabbit meat is one of the less preferred alternatives, and its consumption is still declining in the country, although it is a meat that has historically been part of the traditional Czech diet (Leiblová 2020). However, despite the decline in rabbit meat in the Czech Republic and the impact that meat generally has on the environment and health, rabbit meat has very positive nutritional values. Not only it is high in protein (20-25%) and very low in fat, but it also has a large amount of vitamins (B12) and minerals and very low cholesterol, making it an ideal dietary meat suitable not only for people with high cholesterol levels but also for individuals with high blood pressure and a tendency to obesity (Dalle Zotte 2002; Etukudo et al. 2024). Among other things, rabbit meat is also recommended by the WHO for consumption by children (Escriba-Perez et al. 2019).

Moreover, another important factor is the short life cycle, which offers the possibility of intensive production. Rabbits, as such, have a very short life cycle and a very high fertility. Furthermore, they very effectively convert up to 20% of the protein

they eat (Lebas et al. 1997). Also, in terms of environmental impact, rabbit meat has almost the same impact as chicken (Cullere & Dalle Zotte 2018).

Consumer attitudes are shaped by a combination of socio-demographic characteristics, attitudes, economic and nationality (Siddiqui et al. 2023) and by investigating these factors it is possible to gain a comprehensive understanding of consumer attitudes and potential strategies to improve rabbit meat acceptance in the Czech Republic, but also in various other regions, as this work is part of a larger study on consumer attitudes towards rabbit meat in both the low-income and high-income countries of the world.

2. Literature review

The production and consumption of rabbit meat are somewhat controversial topics that evoke many different opinions from consumers worldwide. While in some cultures, such as the Mediterranean regions, rabbit meat is a common part of the diet, in others, rabbits are seen more as a pet or a friend, which fundamentally affects the attitudes of consumers towards its breeding and consumption (Szendrő et al. 2020; Cullere & Dalle Zotte 2018). This literature review aims to examine and analyse existing research on the benefits of rabbit meat, the current state of rabbit production both globally and in the Czech Republic, as well as consumer attitudes, in order to identify the key factors influencing these perceptions. Recently, there have been significant changes in the perception of meat production and consumption in general, which is influenced by the growing interest in animal welfare, ethics, sustainability, and environmental impact. The difference is not significant for everyone, but these motives are still appealing for a lot of people (Sanchez-Sabate & Sabaté 2019). Rabbits are small livestock with a relatively low environmental footprint, similar to poultry, which means that they represent interesting alternatives to traditional cattle or pig farming (Gaillac & Marbach 2021). However, the emotional relationship of many people to rabbits as pets can lead to dissenting opinions towards their production for food purposes. This chapter provides a comprehensive view of current knowledge in the field of rabbit meat benefits, the actual situation in consumption globally, consumer attitudes towards rabbit production with a focus on

cultural, social, and economic factors influencing attitudes and a general look at the health impact.

2.1. Rabbit meat benefits

As such, meat is the main source of protein for humans (Hernández & Gondret 2006), according to recent statistics. This is undoubtedly also true for the Czech population (CSO, 2024). Due to its composition, meat is often called a functional food (Dalle Zotte & Szendrő 2011). According to Dalle Zotte and Szendrő (2011), meat can be considered a functional food specifically because it contains a number of compounds that are themselves considered to be functional. This statement also applies to rabbit meat.

Compared to meat from other species, rabbit meat is significantly richer in protein and contains a very low percentage of fat (8g per 100g of meat), even compared to chicken meat (12g per 100g of meat). Another of its positive characteristics is the high amount of minerals (e.g. calcium, phosphorus) and vitamins, especially B vitamins. However, the high amount is not the only thing that characterises rabbit meat. It has a significantly lower sodium content (Lebas et al. 1997) and lower cholesterol content (Dalle Zotte & Szendrő 2011) than other meats. Together, these compositions make it an ideal dietary meat for people with a tendency to obesity, heart problems and diabetes (Dalle Zotte 2014). As well as the meat of other species, rabbit meat is characterised by its juiciness and tenderness, which decreases with age. The flavour, on the other hand, becomes more intense with age (Lebas et al. 1997), which, according to Lebas et al. (1997), is due to the growth of fat.

In addition to the health benefits, the benefits of producing a rabbit should also be mentioned, as the rabbit has a short life cycle (about 8-12 years) and a very short gestation period. The first heat usually occurs at 120-130 days of age, and the gestation period lasts about 30 days. A female rabbit can give birth to up to 40 young per year, whereas a cow or sheep can give birth to a maximum of 0.8-1.4 young per year. Besides its very fast cycle and high fertility, it is also characterised by its highly efficient feed-conversion capacity (Lebas et al. 1997). Due to the structure of its digestion, it can convert about 20% of protein into edible meat, making it useful within the sustainable livestock industry

(Dalle Zotte 2014). In comparison, broiler chickens are slightly better off, namely 22-23%, whereas in pigs, it is only 16-18% and in beef, only 8-12% (Lebas et al. 1997).

Rabbit is also raised very efficiently due to their low space requirements. As a monogastric herbivore, it can easily adapt to a wide range of plant foods. In addition, its cellulose-based diet means that it does not compete with humans for food resources and can be fed efficiently even on scraps that would otherwise not be consumed. These factors make it very suitable for small-scale family farming, including in low-income countries (Lebas et al. 1997).

2.2. Global consumption of rabbit meat

Currently, rabbits are not widespread worldwide, and their consumption is declining even in countries where they are considered traditional meat. This decline is attributed to growing criticism in Western countries related to welfare and ethical issues (Cullere & Dalle Zotte 2018). However, the decline is not typical for all countries. As far as China is concerned (Figure 1), rabbit meat production is increasing and accounted for 62.09 % of the global output in 2018. The second largest producers are the Democratic Republic of Korea, Egypt and Europe. The largest producers in Europe are Spain and France, followed by Italy, the Czech Republic and Germany. The remaining 7.75 % is accounted for by other countries of the world (Wu 2022).

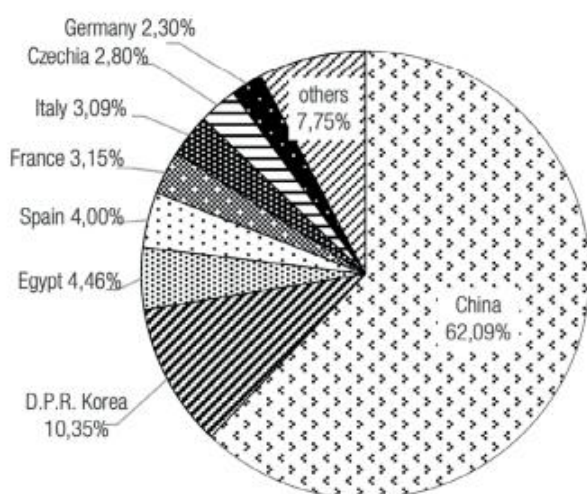


Figure 1 Rabbit meat output and shares of major producing countries in 2018

(Source: FAO Statistics, <http://www.fao.org/faostat/en>. In: Rabbit meat trade of major countries: regional pattern and driving forces, 2022. World Rabbit Science.)

Regarding the decline and increase in rabbit meat production, looking at the graph (Figure 2) from the Wu (2022) study, it can be seen that rabbit meat outputs are currently increasing globally. It is growing just as intensively in Asia. In Africa, outputs are slowly increasing but are still minimal. In America, outputs are almost zero and stagnating. As far as Europe is concerned, consumption has been declining quite actively since the 1990s.

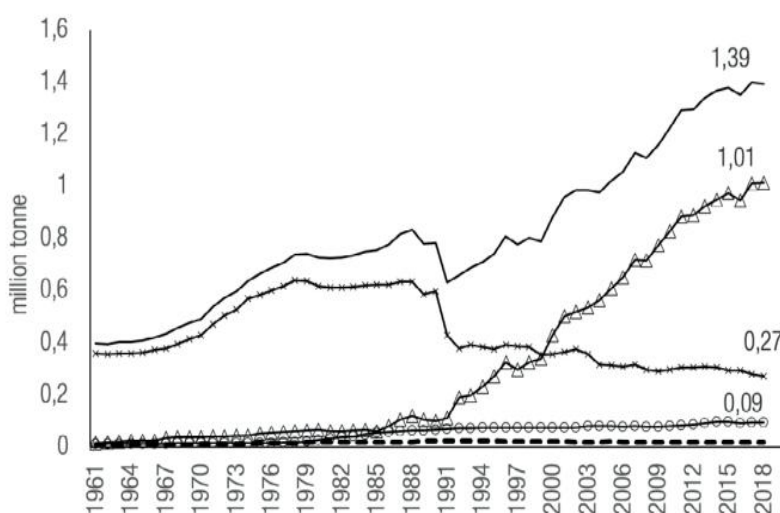


Figure 1 Global rabbit meat outputs across continents (1961-2018)

(Source: FAO Statistics, <http://www.fao.org/faostat/en>. In: Rabbit meat trade of major countries: regional pattern and driving forces, 2022. World Rabbit Science.)

In the Czech Republic in particular, rabbit consumption grew and was very popular in the 20th century, especially after World War II. This popularity continued until the end of the 20th century, when rabbit production in general began to decline quite rapidly (Figure 3). This rapid decline continued until 2014-2015 where it visibly stopped. Rabbit production in the Czech Republic is still declining, but this decline is beginning to stagnate. The number of rabbits produced in the graph includes both rabbits kept as pets and rabbits kept as food (Leiblová 2020).

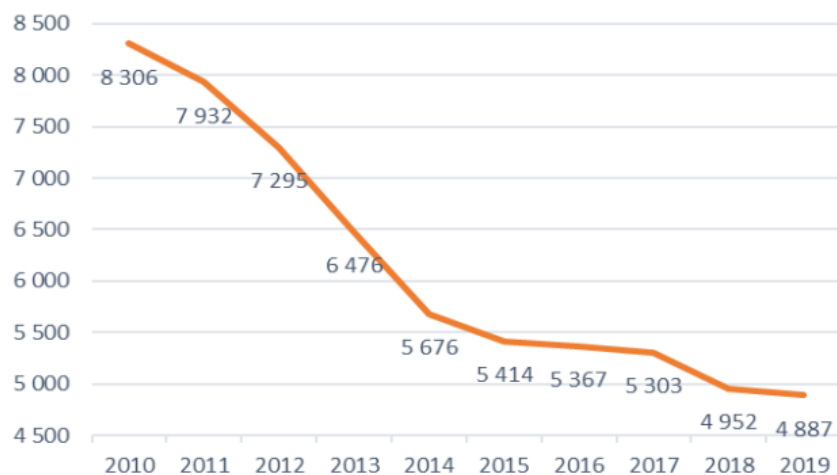


Figure 2 Current situation in the Czech Republic (2010-2019)

(Source: Rabbit Trhový Štěpánov. 2020. Celkový počet králíků v letech 2010–2019. In: Situační a výhledová zpráva Králíci 2020. Ministerstvo zemědělství České republiky)

2.3. Consumers attitudes towards rabbit meat production

Rabbit meat consumption in the Czech Republic has been declining since the beginning of the 21st century, and the main reason for the decline is the high price relative to other meats, which is almost equal to the price of back beef (Roubalová & Mach 2013). In the Czech Republic, according to the CSO, rabbit meat in 2020 was priced at CZK 174.29/kg, compared to an average of CZK 63.74/kg for chicken in 2020. In 2010, the consumption of rabbit meat in the Czech Republic was 2.2 kg/person/year, while in 2017, it decreased to 0.7 kg/person/year. When compared with poultry, the consumption of which is expectedly constantly growing, it was 79.1 kg/person/year in 2010 and 80.3 kg/person/year in 2017. Today, the most significant consumption of rabbit meat occurs, for example, in Italy, where, on average, 5 kg of rabbit meat is consumed per person per year (Roubalová & Mach 2013).

However, price is not the only factor that determines consumer attitudes. Consumer attitudes may depend on a large number of other factors, such as food environment (origin, availability, etc.), food characteristics (health information, sustainability, meat quality – e.g. taste, price, etc.), lifestyle, social level (culture, community), socio-demographic factors and many others (Fernqvist et al. 2024). These

general factors can be divided into several general groups: factors influencing willingness to consume, purchasing factors, quality parameters and socio-economic factors. These general groups are used in Table 1.

Existing studies also usually focus on specific countries or specific groups of countries, making them much more detailed and also focusing on the influence of factors such as tradition or nationality. Table 1 provides a summary of upcoming factors influencing consumer attitudes towards rabbit production and consumption.

2.3.1. Factors influencing willingness to consume

Rabbit meat is consumed significantly less compared to other types of meat (Magalhaes et al. 2022; Petrescu & Petrescu-Mag 2018) and a large number of individuals still have not tried it at all; 34.5% of respondents in the Hungarian study by Szendrő (2016), and about 60% in the Brazilian study by Magalhaes et al. (2022). Previous experience is also important because if consumers are not used to eating a certain type of food, they generally dislike it (Hoffman et al. 2004).

Another factor that could influence consumers is the impact on the environment. The environmental impact of meat consumption is related to the growing interest in the environment. However, the truth is that people are still rather unaware of the connection between meat consumption and its influence on the environmental impact (Macdiarmid et al. 2016). Sanchez-Sabate & Sabaté (2019) also found that environmental impact still has a minor influence on meat consumption decisions.

Provided hygienic protocols are followed, as rabbit meat is easily susceptible to harmful microorganisms, rabbit meat becomes a very good source of high-quality and easily digestible animal protein and other nutrients, such as omega-3 fatty acids, minerals and vitamins, and is also low in cholesterol and fat. (Mahmoud & Ras 2023; Abd-Allah & Abd-Elaziz 2018). One of the factors influencing willingness to consume is nutritional value and health benefits. Consumers perceive rabbit meat as one of the healthier meats in general and better knowledge of nutritional and health benefits would influence them to consume it more (Adanguidi 2020; Szendrő 2016; Petrescu & Petrescu-Mag 2018). In terms of health impact, according to Szendrő (2016), consumers reported that they

considered rabbit meat to be healthy. However, 42.3% of them reported that they were unaware of the health effects, although a large proportion of these people were interested in learning more about the nutritional benefits of rabbit meat. That rabbit meat is healthier than other meats was partially agreed upon by respondents in the study by Magalhaes et al. (2022). Nutritional value is also obviously more important for people with higher education. People with less education are usually not interested in it (Szendrő et al. 2020).

Due to the growing interest in ethical issues and welfare standards (Cullere & Dalle Zotte 2018) and the fact that people are interested in whether antibiotics were used for breeding, a large part of consumers, when buying a meat, look for information about the breeding methods (Crovato et al. 2022), which means that previous knowledge is important for them. Another factor that has an impact on rabbit meat consumption is emotional connection. A large number of consumers refuse to eat this type of meat because of emotional reasons (Bodnar & Horvath 2008).

2.3.2. Factors affecting purchasing decisions

Price, advertising, but also availability and welfare of animals can be included among the factors influencing the purchase decision. People, as such, are very socially influenced and their willingness to buy products depends heavily on advertising (Zhao et al. 2022). However, when it comes to advertisements promoting rabbit meat, most consumers have never seen or heard of one (Szendrő 2016), and to date, marketing strategies to encourage rabbit meat consumption have been largely overlooked (Cullere & Dalle Zotte 2018).

That price has a significant influence on people's choice of what product to buy was confirmed by Hrustić & Gregurec (2015) in their research and the reason is also that price influences consumer income. Similarly, Petrescu and Petrescu-Mag (2018) found that one of the main factors discouraging the consumption of rabbit meat in particular is its high price. Another barrier to consuming rabbit meat, according to Petrescu and Petrescu-Mag (2018), is its problem with availability. According to Sanchez-Sabate and Sabaté (2019), consumers are willing to buy meat at a higher price if there are guarantees for animal welfare.

2.3.3. Quality parameters

In terms of quality parameters, purchasing forms can be included. Szendrő et al. (2020) report that consumers have very low interest in live rabbits, but on the other hand, they prefer fresh meat to frozen meat. Szendrő et al. (2020) also suggest that consumers are likely to prefer fresh to live in association with its processing or slaughtering, since, in terms of processing, consumers prefer the carcass. Regarding the place of purchase, Crovato et al. (2022) found in their research that the consumers surveyed most often choose a supermarket or a butcher's shop as a place to buy.

Other factors that may influence consumer attitudes are freshness, appearance, taste and texture, as these factors are essential in consumer choice. Regarding freshness, freshness is usually associated with colour in the meaning of meat quality. Rabbit meat in fact can easily change its appearance and colour depending on how and for how long it is stored, which means that appearance forms another major factor in decisions to consume (Dalle Zotte 2002). That appearance is one of the most important factors for food choice was confirmed also in study by Buitrago-Vera et al. (2016). The fact that taste is one of the most important factors for food choice was also confirmed in study by Buitrago-Vera et al. (2016) and Petrescu & Petrescu-Mag (2018). Additionally, the study by Buitrago-Vera et al. (2016) found rabbit meat to be perceived as tasty, as well as its texture is very well rated (Petrescu & Petrescu-Mag 2018).

2.3.4. Socio-economic factors

Socio-economic factors include age, gender, income, education level, household influence, nationality, and, in conjunction with nationality, cultural background, and religion.

Regarding age, according to Szendrő et al. (2020), the interest in rabbit meat and its products is lowest among the young generation, while the interest is growing among people over the age of 50 years. Escriba-Perez et al. (2017) came up with almost the same result, as there was a higher consumption among people over 55 years old. This can be because old people put up with traditional meals, while younger people try to find the fastest and easiest ways to prepare meals (Szendrő et al. 2020).

The difference between the genders in meat consumption cannot be said to be the same in general. For each type of meat there are slightly different opinions. However, men dominate in rabbit meat consumption (Escriba-Perez et al. 2017; Szendrő et al. 2020; Magalhaes et al. 2022). Furthermore, a study by Adanguidi (2020) also confirms that men dominate among consumers. This fact is mostly influenced by emotional reasons (Sanah et al. 2020), as women, unlike men, tend to consider animal welfare more and thus tend to express their concerns about animal welfare more negatively (McKendree et al. 2014).

The results of the study by Lekgau et al. (2024) and Szendrő et al. (2020) show that willingness to buy rabbit meat increases with increasing income, which Szendrő also confirmed in her earlier work (Szendrő 2016) and several other studies (e.g. Adanguidi 2020) also confirm this fact. On the other hand, Lekgau et al. (2024) found that although these people are more likely to buy meat, they are not willing to pay more for it.

Another factor that has an impact is education. Dairo et al. (2012) studied consumption in Southwestern Nigeria, where they found that those with less or no education are more likely to be into rabbit keeping. Education also plays a significant role, as it seems that educated people pay more attention to the nutritional value of food and prefer healthy rabbit meat (Szendrő et al. 2020).

Family environment significantly influences eating habits (Naipan et al. 2022) and a large percentage of people who have never eaten rabbit meat said that their other family members have not either (Szendrő et al. 2020).

The study by Szendrő et al. (2020) focused on 8 countries of the world. Through this approach, they found that people with different nationalities have different attitudes towards rabbit meat. In terms of cultural background, many people in the rural areas used to keep at least a small number of rabbits for meat production. Even today, meat is associated with traditional festival meals in some countries (Petracci & Cavani 2013). On the other hand, Siddiqui et al. (2023) state that any religious objections to eating rabbit meat are unusual. Consumption is the largest in Italy and France (Szendrő et al. 2020).

Table 1 Recent research on consumer attitudes towards rabbit meat consumption

Factors influencing willingness to consume	Experience	There are still many people who have never tried rabbit meat.	Szendrő (2016); Magalhaes et al. (2022)
	Environmental impact	Environmental impact still has minimal impact on willingness to eat meat.	Sanchez-Sabate & Sabaté (2019)
		People still do not make a strong connection between meat consumption and its impact on the environment.	Macdiarmid et al. (2016)
	Health impact	Consumers perceive rabbit meat as one of the healthiest in general and better knowledge of these benefits would motivate them to consume it more often.	Adanguidi (2020); Szendrő (2016); Petrescu & Petrescu-Mag (2018)
	Nutritional value	It is generally more important for people with higher education, while people with lower education are generally not interested in this factor.	Szendrő et al. (2020)
	Knowledge	A large part of consumers, when buying a meat, look for information about the breeding methods, which means that previous knowledge is important for them	Crovato et al. (2022)
Factors affecting purchasing decisions	Advertising	Willingness of people to buy products depends heavily on their advertising.	Zhao et al. (2022)
		Most consumers have never seen or heard of any advertisement promoting rabbit meat.	Szendrő (2016)
		Marketing strategies for promoting rabbit consumption are highly overlooked.	Cullere & Dalle Zotte (2018)
	Price	Price has a significant influence on people's choice of what product to buy.	Hustić & Gregurec (2015)
	Availability	Problem with availability of the rabbit meat makes barrier to consuming.	Petrescu & Petrescu-Mag (2018)
	Welfare	Consumers are willing to buy meat at a higher price if there are guarantees for animal welfare.	Sanchez-Sabate & Sabaté (2019)
	Purchasing form	Fresh meat is preferred over frozen, and live rabbits.	Szendrő et al. (2020)

Quality parameters	Purchasing place	Consumers most often choose supermarket or butcher's shop.	Crovato et al. (2022)
	Freshness	Freshness is usually associated with colour in the meaning of meat quality.	Dalle Zotte (2002)
	Appearance	Appearance is one of the most important factors for food choice.	Buitrago-Vera et al. (2016)
	Taste	Taste is one of the most important factors for food choice. Rabbit meat is perceived as tasty.	Buitrago-Vera et al. (2016); Petrescu & Petrescu-Mag (2018). Buitrago-Vera et al. (2016)
	Texture	Texture is very well rated between consumers.	Petrescu & Petrescu-Mag (2018)
Socio-economic factors	Age	The interest in rabbit meat and its product is lowest among the young generation, while the interest is growing among people over the age of 50 years old.	Szendró et al. (2020)
		For each type of meat there are slightly different opinions between genders.	Escriba-Perez et al. (2017); Szendró et al. (2020); Magalhaes et al. (2022)
	Gender	Men dominate in rabbit meat consumption.	
		Women tend to consider animal welfare more and tends to express their concerns about animal welfare more negatively	McKendree et al. (2014)
	Income	Willingness to pay for rabbit meat increases with increasing income.	Lekgau et al. (2024); Szendró et al. (2020)
	Level of education	Those with less or no education are more likely to be into rabbit keeping.	Dairo et al. (2012)
		Educated people pay more attention to the nutritional value of food and prefer healthy rabbit meat.	Szendró et al. (2020)
	Influence of family	Family environment significantly influences eating habits.	Naipan et al. (2022)
		A large percentage of people who have never eaten rabbit meat said that their other family members have not either.	Szendró et al. (2020)
	Nationality	People with different nationalities have different attitudes towards rabbit meat.	Szendró et al. (2020)
	Cultural background	Meat is associated with traditional festival meals in some countries.	Petracci & Cavani (2013)
	Religion	Any religious objections to eating rabbit meat are unusual.	Siddiqui et al. (2023)

3. Aims of the thesis

The main aim of this thesis is to investigate, analyse and describe attitudes towards rabbit meat consumption among consumers in the Czech Republic. There is still relatively low previous knowledge about the consumption of rabbit meat both in the world and in the Czech Republic. Given that rabbit meat consumption has been declining in most countries in recent years (Roubalová & Mach 2013), it is important to identify the factors influencing this trend. This thesis can also contribute to understanding how consumer attitudes are formed and what factors influence them, along with associations between socio-demographic characteristics. As this study is part of a larger study covering several countries around the world, it can serve as a basis for further, more detailed studies. Taking these key facts into consideration, the following specific objectives were formed:

- Investigate the meat consumption preferences and habits of Czech consumers
- Assess Czech consumer perceptions and awareness of rabbit meat consumption
- Analyse the current attitudes toward rabbit meat and identify factors that may influence these attitudes
- Identify potential factors and changes that could increase rabbit meat consumption
- Compare the attitudes among non-consumers, occasional consumers and regular consumers of rabbit meat

Using these objectives and our assumptions, we developed the following hypotheses:

H₁: Most Czech consumers perceive rabbit meat as healthy.

H₂: Rabbit meat is affordable for most Czech consumers.

H₃: Greater availability would increase the willingness to consume rabbit meat.

4. Methods

4.1. Language and style assistance

As the thesis is written in English and the author is not a native speaker, AI-based language tools were occasionally used during the writing process to assist with grammar, phrasing, and style adjustments.

4.2. Survey design and data collection

The method used to obtain the necessary information was a quantitative questionnaire survey based on previous research on consumer attitudes towards rabbit meat consumption in various countries around the world, as mentioned in chapter 2.3. As the most suitable choice, the questionnaire was chosen to capture as many consumers' behavioural perspectives as possible. The survey appealed to both younger and older generations in order to capture intergenerational differences and to get a better understanding of the reasons why today's generation perceives rabbit meat consumption in this particular way.

Due to the age diversity, both an online questionnaire created using Google Forms and a paper questionnaire were distributed to consumers and non-consumers. The online form was shared via social media (Facebook, Instagram) to reach the widest possible range of respondents. The printed form was distributed through personal contacts within the work environment and among acquaintances. This approach was chosen primarily to reach respondents who are not active on social media and to ensure diversity of the sample. This approach therefore allowed a closer understanding of the reasons that demotivate people to consume. The target group was only Czech nationals. The questionnaire was collected from 17th September 2024 to 27th November 2024.

The questionnaire consisted of 22 questions and was divided into three sections: rabbit meat consumption habits and preferences; awareness of and attitudes towards rabbit meat; and socio-demographic information. These sections were based on a

conceptual design (Figure 4) based on the information in Chapter 2.3 and the factors leading to willingness to consume rabbit meat.

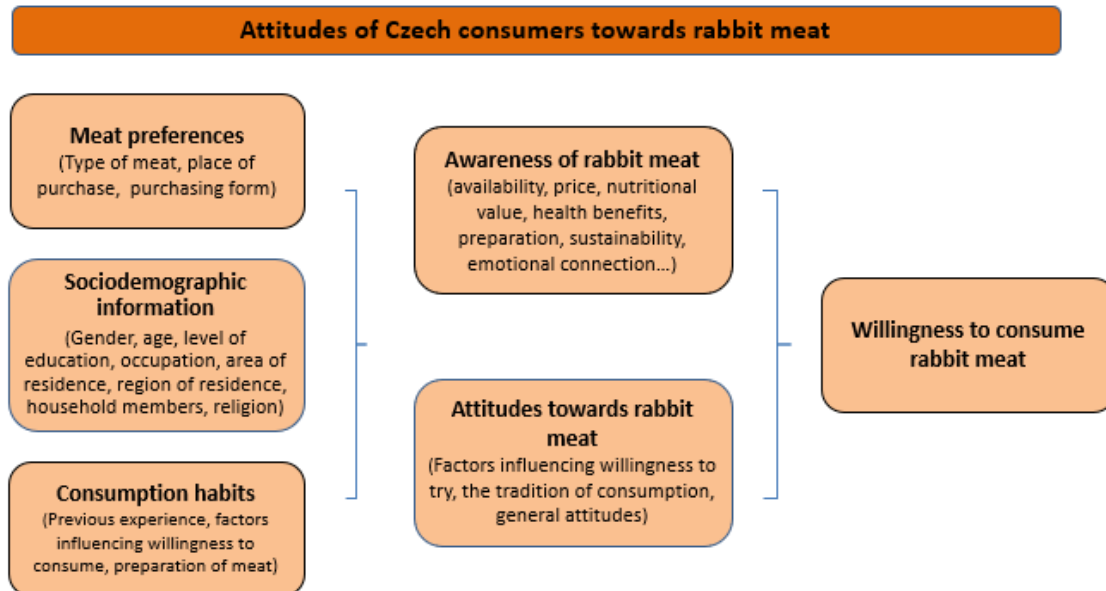


Figure 4 The conceptual design of the research and questionnaire structure

The first part of the survey started with a general question about whether the respondents had ever tasted rabbit meat in the past. This was followed by a question on the frequency of consumption of the most common types of meat. These two questions selected consumers and non-consumers of both rabbit meat and meat in general. It also showed which types of meat are consumed most frequently and which least frequently. The following questions were about habits and preferences in eating rabbit meat, from where it was purchased to the preferred type of preparation.

The second section focused on the respondent's awareness of and attitudes towards rabbit meat. Whether the respondent considers this type of meat to be traditional in the Czech Republic, under what assumptions would the respondent consume meat more often, or whether they are interested in the benefits of consuming it and whether they would like to know more information about rabbit meat.

The last, third section focused on socio-demographic information such as age, gender, level of education, occupation, geographical location including the regions of the Czech Republic, number of family members and religion. These factors made it possible

to explore in more depth the reasons for the respondent's attitudes and behaviour. At the end of the third section, and thus at the end of the survey as such, there was a form for any comments and a form for providing an e-mail address in case the respondent was interested in more information regarding the research.

As such, the survey focused mostly on closed-ended responses, with most questions written using a Likert scale. Dichotomous questions were used to collect short answers, such as whether the respondent had ever tasted meat or whether they thought it was a traditional dish. In addition, single-choice questions were used, especially for socio-demographic questions. All these specific questions used in the survey can be found in Table 2.

Table 2 Operationalisation of the factors influencing consumption of rabbit meat used in the survey

Factor	Statement + [Responds]	Scale + Coding
Experience with consumption	Have you ever tried rabbit meat?	1 – Yes; 2 - No
Frequency of consumption	How frequently do you consume the following meats: [Chicken; Goat; Lamb; Beef; Pork; Rabbit; Fish; Game meat]	1 – Never; 2 – Rarely (few times a year); 3 – Occasionally (few times per month); 4 – Weekly; 5 – Daily
Factors affecting choice to consume	What factors affect your choice to consume rabbit meat? [Impact on my health; Availability; Origin of the meat; Price/quality ratio; Environmental impact; Cultural/Religious reasons; Animal welfare; Nutritional value; Appearance of the carcass/meat; Convenience of preparation; Taste]	1 – Strongly disagree; 5 – Strongly agree
The place of purchase	Where do you get/buy rabbit meat most often? [Family or friends; Local farmer; Local market; Butcher or special meat shop; Supermarket]	1 – Strongly disagree; 5 – Strongly agree
Purchase form	Which purchase form do you prefer your rabbit meat? [Live; Fresh; Frozen; Smoked; Processed products; No preference]	1 – Strongly disagree; 5 – Strongly agree
Preparation method	In what presentation form do you prefer your rabbit meat? [Whole rabbit with skin, organs, head; Carcass with head but without skin and organs; Carcass without head; Meat cut into pieces with bones (legs, body); Pieces of meat without bones; No preference]	1 – Strongly disagree; 5 – Strongly agree
Cooking method	How do you prefer your rabbit meat to be cooked?	1 – Grilled; 2 – Deep fried; 3 – Roasted; 4 – Boiled; 5 – Smoked; 6 – Stewed; 7 – I have never cooked rabbit meat; 8 – Other
Tradition	Do you consider rabbit meat to be a traditional dish in your country?	1 – Yes; 2 – No; 3 – Not sure
Family gatherings	How often is rabbit meat served at family gatherings or special occasions?	1 – Never; 2 – Rarely; 3 – Occasionally; 4 – Frequently; 5 – Always
Opinion on the statements	Describe your opinion on the following statements about rabbit meat: [Rabbit meat is readily available; Rabbit meat is affordable; Rabbit meat has a high nutritional value; Eating rabbit meat provides health benefits; Rabbit meat is	1 – Strongly disagree; 5 – Strongly agree

	healthier than other meat and fish; Rabbit meat is convenient to cook and eat; Rabbit meat production supports food security; Rabbit meat production is sustainable; Rabbits are pets; not food; Rabbits are pests, not food]	
Factors influencing willingness to try/eat rabbit meat	Would any of these factors influence your willingness to eat rabbit meat?: [If I had a higher income; If it was more readily available and affordable; If more information was available on its health impact; If high animal welfare during production was assured; If more information was available on its sustainability; If it was prepared using local traditional cooking methods and recipes; If there were resources available on its preparation, cooking methods, and recipes]	1 – Strongly disagree; 5 – Strongly agree
Motivation to learn more about rabbit meat	Would you like to learn more about rabbit meat and its benefits?	1 – Yes; 2 – No
Gender	Gender of respondent	1 – Male; 2 – Female; 3 – Prefer not to say; 4 – Other
Age	Age of respondent	Open question
Education	Level of education	1 – Primary; 2 – Secondary; 3 – Higher
Occupation	Occupation of respondent	1 – Student; 2 – Employed; 3 – Self-employed; 4 – Unemployed; 5 - Retired
Area of residence	Area of residence of respondent	1 – Urban; 2 – Rural
Region of residence	Region of residence of respondent	1 – Prague; 2 – Central Bohemia; 3 – South Bohemia; 4 – Pilsen; 5 – Karlovy vary; 6 – Ústí nad Labem; 7 – Liberec; 8 – Hradec Králové; 9 – Pardubice; 10 – Vysočina; 11 – South Moravian; 12 – Zlín; 13 – Olomouc; 14 - Moravian-Silesian
Household members	Number of household members of the respondent	1; 2; 3; 4; 5; 6+
Religion	Religion of the respondent	1 – Traditionalism; 2 – Christian; 3 – Islam; 4 – Hinduism; 5 – Buddhism; 6 – None; 7 – Other

4.3. Data analysis

After the data collection was completed, the data was downloaded from Google Forms and entered into Microsoft Excel, where it was then checked and cleaned of any errors. After checking, the data was coded and prepared for subsequent analysis. For simple socio-demographic data, basic descriptive statistics using Microsoft Excel was used and for more complex data, Statistica software, version 14.1.0.8 (TIBCO Statistica, CA, USA, 2016) was used.

Firstly, contingency tables were created in Microsoft Excel, using which the results to the socio-demographic table were created and then transcribed into percentage values. Respondents were then divided into groups based on their responses to the question: "How often do you consume the following types of meat: rabbit?". These groups were as follows: non-consumers (never), occasional consumers (several times a year), regular consumers (several times a month) and frequent consumers (weekly). Bar charts were then created and used to show the results of frequency of consumption of different types of meat, preferred types of purchase and forms of rabbit meat purchase.

After the basic statistics, we moved on to the more complex ones. Descriptive statistics and ANOVA were used to examine and identify patterns in respondents' rabbit meat consumption and to determine if there were significant differences between the means of frequency of consumption and the factors of respondents' characteristics. These data were collected using a Likert scale with five responses ranging from "1 = strongly disagree" to "5 = strongly agree". Then ANOVA was used and if the p-value is less than 0.05, the results can be said to be significant.

5. Results

5.1. Sociodemographic data and rabbit meat consumption habits

A total of 220 respondents took part in the survey. The results of the socio-demographic characteristics of these respondents are presented in Table 3. The respondents were also divided into three groups according to their rabbit meat eating habits: regular consumers, occasional consumers and non-consumers. The results show that the majority of respondents (75%) consume rabbit meat, while only 11.82% of them consume it regularly, which, in contrast, is relatively low.

In terms of gender, the majority of respondents are women (76.36%) and thus dominate over men. However, men dominate overall among consumers as only 15.39% of them do not consume rabbit meat, while the proportion is significantly higher for women at 27.98%. The young generation in the age range of 15-30 years constitutes the largest age group and is over half of the respondents, while seniors aged 60+ years constitute the least (3.63%). In terms of eating habits, most of the consumers appeared to be in the age category of 31-59, of which 72% are occasional consumers and 14.67% are regular consumers. The smallest number of consumers is then occupied by the youth aged 15-30, with 58.82% of individuals. More than half of the respondents have finished secondary education, and only 4.09% have a primary education. Only 55.56% of primary educated people consume meat occasionally. In contrast, primary educated are the largest group in regular consumption (22.22%). Overall, highly educated people seem to be among the most frequent consumers and secondary educated among the least frequent consumers.

Regarding occupation, most respondents are students (40%) and employed (47.72%), followed by self-employed, and the least numerous groups are retired (2.27%) and unemployed (2.27%). As expected, given the results of the age categories, students and the unemployed are among the main non-consumers; on the other hand, self-employed predominate in regular consumption (23.53%), and employed and retired people consume rabbit meat mostly occasionally.

The typical region of residence of our respondents is the Central Bohemia Region (46.8%) and Prague (17.7%). However, each of the regions of the Czech Republic appeared in the answers. The majority of respondents come from urban areas (60.45%). As for occasional consumers, the results are almost identical for both areas, with a difference of only 0.06%. However, regular consumers are dominated by those from rural areas.

Only 13 respondents live alone in their households, the rest live at least as a couple. Except for one respondent living alone, all of the respondents living alone in the household stated that they consume rabbit meat, but none of them regularly. Regular consumption is mainly in households with 4 or more members, while most non-consumers are in the households with 2 and 3 members, consisting for around 30% of respondents. Focusing on religion, 78.2% of the respondents are atheists and 73.26% of the total are consumers. Further, the respondents include three traditionalists, one Buddhist and one Hindu, all of them are rabbit meat consumers. Christianity comes second (78.57%). Generally, therefore, it can be said that no religion in the questionnaire shows any influence on the willingness to consume rabbit meat.

Table 3 Sociodemographic characteristics of the respondents according to their rabbit meat consumption habits

	Variable	All consumers		Non-consumers		Occasional consumers		Regular consumers	
		N = 220	%	N	%	N	%	N	%
Gender	Female	168	76.36	47	27.98	102	60.71	19	11.31
	Male	52	23.63	8	15.39	37	71.15	7	13.46
Age	15-30	136	61.81	43	31.62	80	58.82	14	10.29
	31-59	75	34.09	10	13.33	54	72.00	11	14.67
	60+	8	3.63	2	25.00	5	62.50	1	12.50
Education level	Primary	9	4.09	2	22.22	5	55.56	2	22.22
	Secondary	127	57.72	35	27.56	80	62.99	12	9.45
	Higher education	84	38.18	18	21.43	54	64.29	12	14.29
Occupation	Student	88	40	29	32.95	52	59.09	7	7.95
	Employed	105	47.72	21	20.00	70	66.67	14	13.33
	Self-employed	17	7.72	3	17.65	11	64.71	4	23.53
	Unemployed	5	2.27	2	40.00	2	40.00	1	20.00
	Retired	5	2.27	1	20.00	4	80.00	0	0.00
Area of residence	City	133	60.45	38	28.57	84	63.16	11	8.27
	Rural	87	39.54	17	19.54	55	63.22	15	17.24
Region of residence	Prague	39	17.70	16	41.03	19	48.72	4	10.26
	Central Bohemia	103	46.80	16	15.53	72	69.90	15	14.56
	South Bohemia	7	3.20	1	14.29	6	85.71	0	0.00
	Pilsen	6	2.70	1	16.67	4	66.67	1	16.67
	Karlovy Vary	2	0.90	1	50.00	1	50.00	0	0.00

	Ústí nad Labem	8	3.60	2	25.00	6	75.00	0	0.00
	Liberec Region	7	3.20	1	14.29	5	71.43	1	14.29
	Hradec Králové	3	1.40	0	0.00	2	66.67	1	33.33
	Pardubice	11	5.00	3	27.27	6	54.55	2	18.18
	Vysočina	10	4.60	5	50.00	5	50.00	0	0.00
	South Moravian	8	3.60	2	25.00	5	62.50	1	12.50
	Zlín	5	2.30	2	40.00	2	40.00	1	20.00
	Olomouc	6	2.70	3	50.00	3	50.00	0	0.00
	Moravian-Silesian	5	2.30	2	40.00	3	60.00	0	0.00
Household members	1	13	5.90	1	7.69	12	92.31	0	0.00
	2	65	29.60	20	30.77	40	61.54	5	7.69
	3	36	16.40	12	33.33	22	61.11	2	5.56
	4	72	32.70	16	22.22	44	61.11	12	16.67
	5	22	10.00	5	22.73	12	54.55	5	22.73
	6	8	3.70	0	0.00	7	87.50	1	12.50
	7+	4	1.80	1	25.00	2	50.00	1	25.00
Religion	Traditionalism	3	1.40	0	0.00	3	100.00	0	0.00
	Christian	42	19.10	9	21.43	29	69.05	4	9.52
	Islam	0	0.00	0	0.00	0	0.00	0	0.00
	Hinduism	1	0.50	0	0.00	1	100.00	0	0.00
	Buddhism	1	0.50	0	0.00	0	0.00	1	100.00
	None	172	78.20	46	26.74	105	61.05	21	12.21
	Other:	1	0.50	0	0.00	1	100.00	0	0.00

5.2. Attitudes towards meat consumption

Firstly, we focused on the overall meat consumption and preferences for each type among respondents. The results showed that the most frequently consumed meat is chicken (Figure 5). About 60.9% of respondents consume chicken at least once a week, while only 7.3% do not consume it at all. The following most commonly consumed meat is pork. Already here, however, a relatively large difference can be seen, since unlike chicken meat, only 28.1% of people usually consume it at least once a week, which is less than half the number of people who consume chicken meat at least once a week. Beef is preferred less often, but still quite significantly. Fish is more likely to be consumed several times a year (63.2%) or occasionally (10.9%). Rabbit meat is next to fish, consumed rather rarely and venison, lamb and goat meat are very unpopular, often eaten only rarely or not at all.

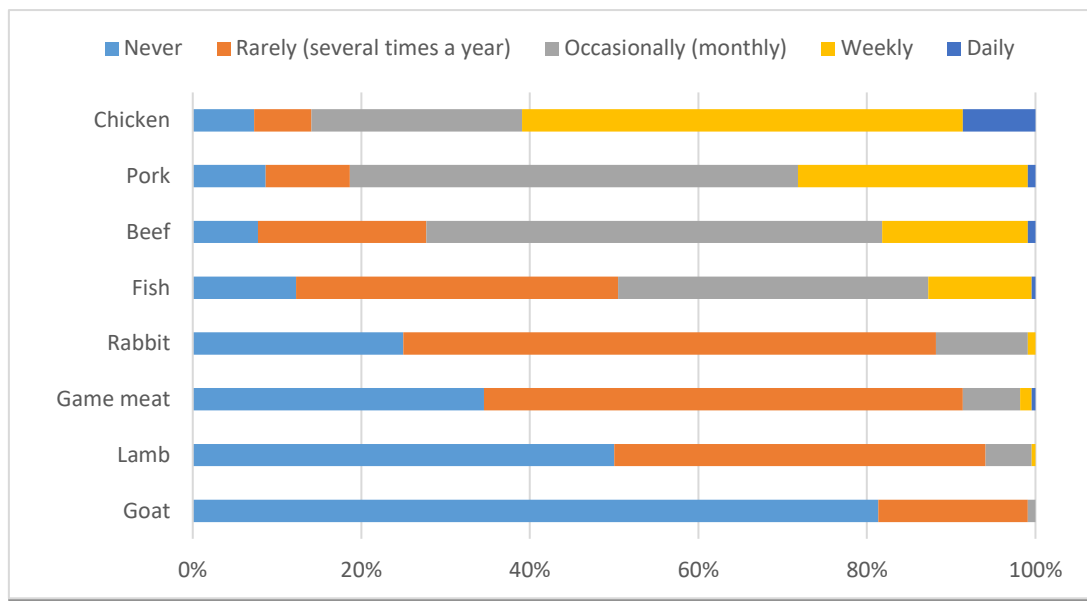


Figure 5 Czech respondents' preferences in terms of meat types

The following finding (Figure 6) regarding preferences in terms of purchase form of rabbit meat shows that Czech consumers most often prefer rabbit meat in a fresh form (70%), followed by the frozen meat, which is preferred by 34% of consumers who represent, however, only half, compared to the previous form. Processed products (16%)

and smoked meat (7%) are among the least frequently preferred forms of meat. Live rabbit (7%) is preferred by the lowest number of respondents. The remainder of consumers said they had no preference.

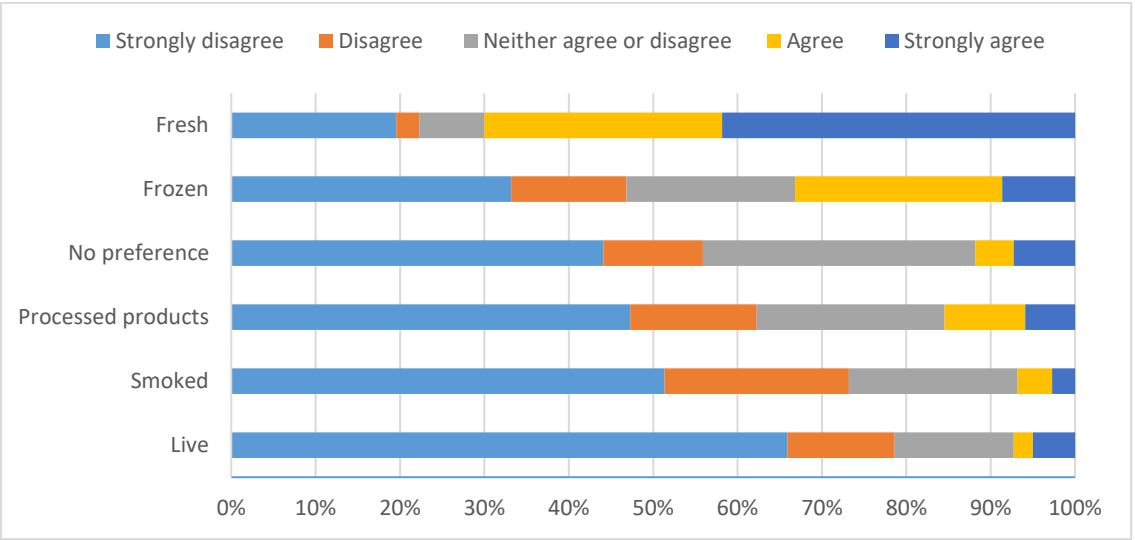


Figure 6 Czech respondents' preferences of purchase form of rabbit meat

The most common way of buying and obtaining rabbit meat is direct purchase (Figure 7), which includes friends or family (60%) and a local farmer (33%). Slightly less often, they use butcher shops and specialized meat shops (22%). Interestingly, the least often they get meat from supermarkets (19%) and local markets (16%).

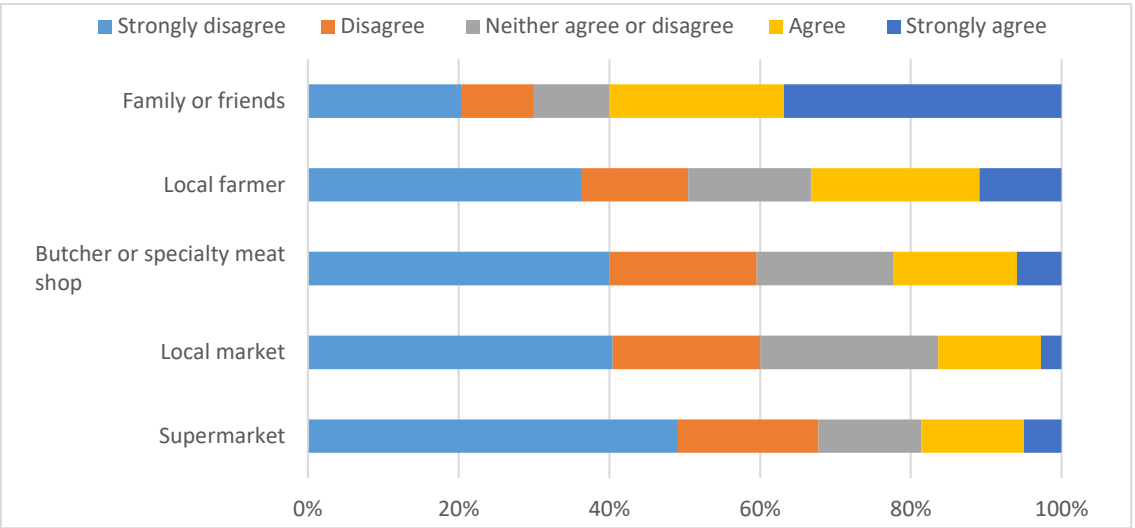


Figure 7 Most preferred type of meat purchase

5.3. Factors influencing the decision and willingness to consume

Table 4 contains a more detailed analysis, showing which factors influence the frequency and willingness to consume rabbit meat. Respondents rated their reasons for (not) eating rabbit meat on a scale from 1 (strongly disagree) to 5 (strongly agree).

Consumers, whether regular or occasional, believe that the health impact influences their decision to consume rabbit meat, i.e. that they consume it to some extent because of the health impact. Non-consumers, however, rather disagree, which means that health impact is not an important factor for them. It seems that the more often people consume rabbit meat, the more likely they are to agree that the impact on health is important to them when making decisions. The same applies to availability. Non-consumers generally do not think that availability fundamentally influences their decision, whereas consumers agree that availability is important to their choice. The results were the same in terms of the importance of the origin of the meat and the price/quality ratio, with the difference that these factors are slightly more important for non-consumers than availability and health impact. Another factor is nutritional value, which is also considered important by consumers but not by non-consumers. The most crucial factor of the factors listed in Table 4 for consumers is taste. Convenience of preparation plays a slightly lower role, but it is still a factor that mainly influences consumers.

Other factors examined were the appearance of the carcass, environmental impact, cultural/religious reasons and impact on the environment. Although there were some differences in means between groups, none of these reasons reached statistical significance (all $p > 0.05$), indicating that the groups (consumers, non-consumers, occasional and regular consumers) did not differ statistically significantly in their assessment of these reasons. However, neither of these factors is something that the groups lean towards or are influenced by.

Thus, overall, non-consumers do not attach importance to the factors analysed in the first part of Table 4. For some factors where the average is close to 3.00 we can say that a slight interest can be observed and for some non-consumers factors play a certain role, but it is still not a very strong importance. Most meaningful for non-consumers is

taste. Occasional consumers end up between non-consumers and regular consumers and taste is the most important decision point for them. Availability, origin and nutritional value are to some extent important to occasional consumers, and it can also be said that health impact and welfare are not unimportant to them, also the religious/cultural reasons, the appearance of the carcass and even the impact on the environment are not particularly important for them. Regular consumers are motivated to consume primarily by taste, followed by availability, the origin of the meat is important to them, and the price/quality ratio also motivates them to consume. Welfare, nutritional value, and convenience of preparation have less influence on their decisions, but to some extent also depend on them. Environment, cultural/religious reasons and the appearance of the carcass are not important factors for regular consumers.

Considering the average answers of all respondents regardless of their attitude to consumption, the most important factor for them is taste (3.67 ± 1.32), which outweighs all other factors. Slightly less important but still significant factors are the origin of meat (3.36 ± 1.29), followed by availability, price/quality ratio and welfare. They are rather neutral in terms of the appearance of the carcass and its impact on the environment, and cultural/religious reasons (1.96 ± 1.14) are a more or less unimportant factor.

In the second part of Table 4, there is an analysis of the factors that would support the willingness to consume rabbit meat or consume it more often. In general, none of the factors would influence respondents in any mass way, but some individuals and groups were more inclined to some factors than other groups, so some part of them would be affected.

The most important factor for the respondents is clearly providing welfare for the animals during their farming, occasional consumers would be most influenced by this factor (3.18), followed by regular consumers, while non-consumers have a rather neutral opinion. Consumers, in general, would then be slightly less influenced by having more recipes available. However, non-consumers would not be affected by this factor. Better availability of traditional recipes could increase consumption, especially among regular consumers. Better information on sustainability may have a slight effect on meat consumption, but it is again only for people who already consume rabbit meat.

Non-consumers would not increase their rabbit meat intake even if they had a higher income (1.58 ± 0.83), occasional consumers would be only slightly influenced by this factor (2.45 ± 1.17), and so would regular consumers (2.65 ± 1.20). Therefore, for the majority of respondents, higher income is not a determining factor in consumption and does not have a major influence on the frequency of rabbit meat consumption. Similarly, more information about the health impact of meat would have little effect on its consumption. If rabbit meat were more available and more affordable, it would affect a minimal number of occasional consumers, and as far as regular and non-consumers are concerned, it would rather not affect them here. However, given that a small number of regular consumers would be more willing to consume meat more frequently, we can confirm our hypothesis 3 (Chapter 3) and thus availability does have some effect on willingness to consume, even if minimal.

Overall, we can say that the main factors that could increase meat consumption are better welfare, greater availability and price of meat, and more information on meat preparation (more recipes). Providing more information on its sustainability could also have an impact.

Table 4 Factors influencing the frequency and willingness of consumption of rabbit meat

	All consumers N = 220	Non – consumers N = 55	Occasional consumers N = 139	Regular consumers N = 26		
Factors influencing the decision to consume rabbit meat	Mean ± SD				F	p
Impact on health	3.15 ± 1.25	2.55 ± 1.23	3.27 ± 1.20	3.73 ± 1.08	10.83	<0.000
Availability	3.31 ± 1.26	2.53 ± 1.25	3.52 ± 1.16	3.85 ± 1.12	16.96	<0.000
Origin of meat	3.36 ± 1.29	2.71 ± 1.34	3.55 ± 1.17	3.77 ± 1.34	10.61	<0.000
Price/quality ratio	3.28 ± 1.25	2.65 ± 1.29	3.45 ± 1.18	3.65 ± 1.09	10.11	<0.000
Impact on the environment	2.72 ± 1.22	2.40 ± 1.20	2.80 ± 1.23	2.96 ± 1.15	2.71	0.069
Cultural/religious reasons	1.96 ± 1.14	2.24 ± 1.22	1.81 ± 1.09	2.19 ± 1.67	3.37	0.036
Welfare of animal	3.20 ± 1.39	2.84 ± 1.48	3.30 ± 1.37	3.42 ± 1.27	2.62	0.075
Nutritional value	3.14 ± 1.30	2.33 ± 1.12	3.40 ± 1.25	3.42 ± 1.30	15.99	<0.000
Appearance of the carcass	2.98 ± 1.31	2.86 ± 1.41	3.02 ± 1.28	3.00 ± 1.29	0.32	0.725
Convenience of preparation	3.09 ± 1.20	2.60 ± 1.26	3.22 ± 1.28	3.46 ± 1.24	6.889	0.001
Taste	3.67 ± 1.32	2.89 ± 1.47	3.93 ± 1.16	3.96 ± 1.15	14.41	<0.000
Factors that could affect the willingness to consume rabbit meat						
If I had a higher income	2.26 ± 1.16	1.58 ± 0.83	2.45 ± 1.17	2.65 ± 1.20	14.31	<0.000
If it were more accessible and affordable	2.69 ± 1.32	1.65 ± 0.95	3.06 ± 1.29	2.85 ± 1.05	28.22	<0.000
If more information were available on the health effects	2.50 ± 1.21	1.73 ± 0.99	2.78 ± 1.20	2.69 ± 1.01	17.32	<0.000
If the welfare of the animals were assured during breeding	2.90 ± 1.35	2.11 ± 1.33	3.18 ± 1.28	3.12 ± 1.14	14.23	<0.000
If more information were available on its sustainability	2.56 ± 1.21	1.85 ± 1.15	2.77 ± 1.04	2.92 ± 1.02	14.04	<0.000
If the preparation was done using local traditional recipes	2.56 ± 1.24	1.75 ± 1.13	2.80 ± 1.19	3.00 ± 1.02	18.57	<0.000
If there was more information on preparation and cooking (recipes)	2.60 ± 1.27	1.87 ± 1.22	2.80 ± 1.21	3.12 ± 1.14	14.28	<0.000

Note: N = total number, SD = standard deviation of mean, F = variance between groups, p = p-value, significant results are in the bolt, 1 = strongly disagree; 5 = strongly agree

5.4. Consumer perception of rabbit meat

This section describes how rabbit meat as such is perceived by Czech consumers (Table 5).

Persons who consume rabbit meat regularly perceive it as easily available. However, this claim is rather rejected by both occasional consumers and non-consumers. Respondents generally expressed a neutral attitude towards the statement that rabbit meat is affordable (2.90 ± 0.96). Regular consumers reported the highest mean rating for this item (3.19 ± 0.98), while occasional consumers had a slightly lower mean (2.83 ± 0.92). However, differences between groups were not statistically significant, suggesting that perceptions of rabbit meat affordability did not differ significantly between groups. With this result, we reject hypothesis 2 (Chapter 3).

The fact that rabbit meat has a high nutritional value is a statement with which all respondent groups agree, most of all regular consumers, as well as with the statement that rabbit meat is beneficial for health, while only regular consumers or a smaller part of occasional consumers think that rabbit is healthier than other types of meat and fish (2.97 ± 0.77). We therefore accept Hypothesis 1 (Chapter 3). All groups of respondents generally agree that rabbit meat is suitable for preparation and cooking.

In general, respondents tend to agree that rabbit meat production is sustainable, and that production promotes food security (in this case, however, only consumers agree, whether regular or occasional). Again, non-consumers are least likely to agree. It is clear that for non-consumers rabbits are pets, not food. And this attitude changes to the opposite depending on the increase in frequency of consumption. Neither group is convinced that rabbits are pests, not food and their perceptions between groups do not differ significantly.

Table 1 Consumer perception of rabbit meat

Statement	All consumers N = 220	Non - consumers N = 55	Occasional consumers N = 139 Mean ± SD	Regular consumers N = 26	F	p
Rabbit meat is easily available	2.91 ± 1.04	2.78 ± 1.01	2.83 ± 0.99	3.65 ± 1.09	7.967	<0.000
Rabbit meat is affordable	2.90 ± 0.96	2.91 ± 1.06	2.83 ± 0.92	3.19 ± 0.98	1.515	0.222
Rabbit meat has a high nutritional value	3.67 ± 0.83	3.29 ± 0.76	3.75 ± 0.83	4.03 ± 0.77	9.486	<0.000
Eating rabbit meat is beneficial for health	3.67 ± 0.90	3.31 ± 0.90	3.76 ± 0.84	4.00 ± 1.01	7.133	0.001
Rabbit meat is healthier than other meat and fish	2.88 ± 0.85	2.47 ± 0.90	2.97 ± 0.77	3.27 ± 0.92	10.515	<0.000
Rabbit meat is suitable for cooking and preparation	3.65 ± 0.94	3.27 ± 0.97	3.71 ± 0.90	4.08 ± 0.89	7.757	0.001
Rabbit meat production supports food security	3.08 ± 0.80	2.69 ± 0.74	3.17 ± 0.78	3.42 ± 0.81	10.503	<0.000
Rabbit meat production is sustainable	3.19 ± 0.89	2.76 ± 0.96	3.29 ± 0.84	3.54 ± 0.76	9.879	<0.000
Rabbits are pets, not food	2.88 ± 1.24	3.75 ± 1.28	2.65 ± 1.10	2.31 ± 1.09	21.886	<0.000
Rabbits are pests, not food	1.80 ± 0.94	1.96 ± 1.04	1.77 ± 0.90	1.65 ± 0.94	1.212	0.299

Note: N = total number, SD = standard deviation of mean, F = variance between groups, p = p-value, significant results are in the bolt, 1 = strongly disagree; 5 = strongly agree

6. Discussion

6.1. Customs, traditions and habits in rabbit meat consumption

The results show that 93.6% of the Czech respondents have tried rabbit meat at least once in their lives. Therefore, they are already familiar with it and have had some form of personal experience with this type of meat. Among all respondents, half of the respondents consider rabbit meat to be a traditional dish in the Czech Republic. This is very similar to Volek's (2020) claim that rabbit meat is part of Czech tradition. Moreover, when it is considered in the context in which rabbit meat is consumed, it is clear that many Czechs associate it with special occasions. According to the respondents, rabbit meat is commonly served at family celebrations, holidays and other special occasions, with only one third of them stating that they never serve it at such events. Although more respondents consider rabbit meat as an occasional speciality rather than an everyday meal, it is clear that it holds an important place in Czech food culture. In the past, according to Zibrt (1927), rabbits were eaten on holidays, usually as a classic roast or meatloaf. These statements and results can be linked to the fact that the most common place to buy rabbit meat for Czechs is family or friends, and it can be seen that this tradition has remained to some extent in the Czech Republic to this day, as the majority of respondents prefer fresh rabbit meat, but only less than 10% of people prefer live rabbit, which are most likely current breeders. Worldwide low preference in live rabbit's purchase was also found in Szendrő et al. (2020) study.

In accordance with the study by Petracci & Cavani (2013), the demand for whole carcasses is decreasing, while the demand for processed products is increasing. This is also supported by our results, as the most commonly preferred forms of purchase are headless carcasses and boneless meat pieces. The majority of our respondents prefer the previously mentioned fresh forms of rabbit meat, as Szendrő et al. (2020) also reinforce this opinion. The exceptions were China and Brazil, where fresh forms were preferred by only about 10% of the respondents.

According to Szendrő et al. (2020), purchasing and preparation habits depend on nationality, as they observed differences between some countries in their research. However, the general results from all countries surveyed together are, on average, consistent with the Czech Republic. According to the results of our questionnaire, most of the Czech population clearly prefers roast rabbits, and roast rabbit is generally the most popular form, as in the case of the study by Szendrő et al. (2020).

6.2. Consumer attitudes towards rabbit meat consumption

Sociodemographic factors

The interest in rabbit meat is greatest among the older generation and is increasing among people over the age of 50 (Szendrő et al. 2020). As for consumers in the Czech Republic among our respondents, the most frequent consumers represent the 31-59 age group, followed by the 60+ age group. Although it cannot be clearly stated that rabbit meat consumption in the Czech Republic increases with age, this may be consistent with the fact that people consume less meat in general as they get older (Gossard & York 2003) and it should also be mentioned that the number of respondents in the 60+ age group was relatively small. The younger generation consumes the least rabbit meat, which is in line with the research of Szendrő et al. (2020)

Men generally consume more meat than women, and this gender difference widens with increasing age (Ritzel & Mann 2021). However, opinions vary by meat type (Escriba-Perez et al. 2017). When it comes to rabbit meat, men dominate (Szendrő et al. 2020), which may be because women tend to be more concerned about animal welfare (McKendree et al. 2014). This trend is also applicable among Czech consumers, where men also dominate.

It can be stated that those with less education tend to keep rabbits more (Dairo et al. 2012) and at the same time, those who are educated pay more attention to healthy meat and therefore prefer rabbits (Szendrő et al. 2020), which may explain why the primary and highly educated consume rabbit meat most often in the Czech Republic, whereas the secondary educated care slightly less about its consumption.

Most consumers are located in rural areas. Volek (2020) claims that rabbit meat is part of Czech tradition, and traditions are generally most associated with rural areas in the Czech Republic (Vondrušková 2004), where rabbit meat is most often raised, given that most Czech consumers purchase it from family and friends. The family environment also significantly influences eating habits (Naipan et al. 2022), and therefore, the most frequent consumers of rabbit meat are those who live alone.

Factors influencing decision and willingness to consume

Overall, taste is the most important factor influencing the decision to consume rabbit meat. This is consistent with studies by Buitrago-Vera et al. (2016) and Petrescu & Petrescu-Mag (2018). Buitrago-Vera et al. (2016) also state that rabbit meat is generally perceived as tasty. Non-consumers hold a rather negative view of rabbit meat consumption, and the vast majority of them would not be significantly influenced by any factors, with a very low willingness to try it. This could be linked to previous experiences, as people tend to dislike and avoid foods they are not accustomed to, often showing no preference for them (Hoffmann et al. 2004). Sanchez-Sabate & Sabaté (2019) suggest that consumers are more likely to pay more money for products from animals whose welfare is ensured during breeding. However, in our study, this factor could not be statistically confirmed. The price/quality ratio is, on the other hand, one of the factors that influence their decision-making. The environmental impact would lead some of our respondents to consume rabbit meat, but this is not a large number of people and only those who already consume it. Indeed, people still do not generally associate environmental impact with meat consumption (Macdiarmid et al. 2016).

Limited availability of rabbit meat is a barrier to its consumption (Petrescu & Petrescu-Mag 2018) and a large number of people who consume rabbits regularly are influenced in their decision by the fact that it is available to them, which may be linked to the fact that they keep rabbits at home or get them from friends or family. By contrast, those who eat it occasionally or not at all disagree with this statement. Some of our respondents also agree with this statement to some extent, saying that if meat were more readily available, they would consume it more often.

While consumers are influenced by the health and nutritional benefits of rabbit meat, this factor is of greater concern to regular consumers and less so to those who do

not consume it. As is already known from studies, such as from study by Lebas et al. (1997), rabbit meat is very beneficial for health and diet and has a large number of positive properties. According to studies by Adanguidi (2020); Szendrő (2016); Petrescu & Petrescu-Mag (2018), consumers perceive rabbit meat as one of the healthiest in general and better knowledge of these benefits would motivate them to consume it more often. However, our respondents would not be too affected if more information on the health effects was available. Occasional consumers would be most affected, so this statement resonated to some extent, but it is not a factor that would affect the vast majority. On the contrary, all categories of our respondents clearly agree that rabbit meat is healthy and has high nutritional value, and that it is suitable for cooking and preparation.

As for emotional reasons, individuals who do not consume rabbit meat strongly associate rabbits with pets rather than food. This emotional connection plays a significant role in their dietary choices. Regarding religious objections, Siddiqui et al. (2023) argue that such objections to eating rabbit meat are uncommon. This was also observed among our respondents, suggesting that rabbit meat is not closely tied to religious customs. As a result, its consumption could potentially be introduced in countries with deeply ingrained religious traditions, including lower-income nations

6.3. Limitations of the study

This study also has potential limitations. Regarding the questionnaire survey, we collected a total of 220 respondents. Considering the population of the Czech Republic, which now stands at around 10.9 million (CSO 2024), the number of respondents could have been slightly higher to ensure more specific results and more variability in the respondents. For example, when it comes to the analysis of the respondents' regional distribution, it is difficult to obtain meaningful results, as the number of respondents is too low relative to the number of regions in the Czech Republic. However, this analysis could be useful, given the visible differences between consumption in rural and urban areas of residence, in connection with the majority of respondents' opinion that rabbit is a traditional dish in the Czech Republic. In our case, however, unfortunately, the respondents were primarily from the area of Prague and the Central Bohemian Region,

as the study was done there. Nevertheless, these data constitute important pilot data for further research, more closely focused on socio-demographic factors.

Some respondents also indicated during the testing that they would appreciate a question about whether they themselves keep rabbits for meat or a question about specific reasons for not eating rabbits. However, given that studies on this topic are minimal in the Czech Republic, this survey and its results, despite some limitations, can serve as an ideal basis for possible follow-up and more detailed research that would cover these topics.

7. Conclusions

While meat may not be the most sustainable option, it continues to represent a significant source of protein for the global population. Rabbit meat could represent an ideal alternative to conventional meat at a global level. To some extent, it can be considered a functional food - it is dietary, healthy, and has many nutritional benefits. In addition, rabbit farming is relatively simple: it requires little space, simple feed and is fast and efficient. Combined with the high reproductive rate of rabbits, this makes rabbit meat an ideal and realistic food source for low-income countries. In terms of the environment, it is one of the most environmentally friendly types of meat. Rabbit meat is considered to be very tasty, and taste has emerged as the most important factor in the decision to consume. Besides, there are no religious barriers to its consumption, and so its introduction can truly be worldwide.

Focusing on the Czech Republic, it can be stated that the vast majority of the Czech population already has personal experience of eating rabbit meat, and a significant proportion of them include it in their diet at least occasionally. However, for those who do not consume rabbit meat, there is some scepticism about its possible inclusion in their diet in the future. Nevertheless, consumers themselves recognise the many positive attributes of rabbit meat, specifically its high nutritional value, its positive health effects, the ease of cooking and the sustainability of its production. These factors are perceived by consumers as key benefits, suggesting that marketing strategies should be based on these aspects.

A significant problem for most people who would increase their consumption of rabbit meat or include it in their diet under certain conditions is its unavailability. Most consumers look for rabbit meat from friends and acquaintances, while regular consumers are clearly more likely to live in rural areas. The solution could be to increase availability to those living in urban areas. This could then lead to its introduction in kindergartens, primary schools, canteens at work or restaurants. Consumption could then be encouraged not only by traditional but also by slightly more creative serving, such as fine dining in restaurants.

References

Abd-Allah SMS, Abd-Elaziz DM. 2018. Nutritional value and quality profile of fresh rabbit meat in Assiut city, Egypt. International Journal For Research In Agricultural And Food Science **4**:1-15. Available from <https://gnpublication.org/index.php/afs/article/view/678>

Adanguidi J. 2020. Analysis of Consumer Demand and Preference for Rabbit Meat in Benin. International Journal of Marketing Studies, **12(1)**:14-14. DOI:[10.5539/ijms.v12n1p14](https://doi.org/10.5539/ijms.v12n1p14)

Bodnar K, Horvath J. 2008. Consumers' Opinion About Rabbit Meat Consumption in Hungary. Pages 1519-1522. 9th World Rabbit Congress. Hungarian University of Agriculture and Life Sciences, Verona. Available from [https://www.researchgate.net/publication/260225052_CONSUMERS' OPINION ABOUT RABBIT MEAT CONSUMPTION IN HUNGARY](https://www.researchgate.net/publication/260225052_CONSUMERS'_OPINION_ABOUT_RABBIT_MEAT_CONSUMPTION_IN_HUNGARY).

Buitrago-Vera J, Escribá-Pérez C, Baviera-Puig A, Montero-Vicente L. 2016. Consume segmentation based on food-related lifestyles and analysis of rabbit meat consumption. World rabbit science **24**:169-182. DOI:[10.4995/wrs.2016.4229](https://doi.org/10.4995/wrs.2016.4229)

Conzachi K. 2022, March 15. It May Be Uncomfortable, But We Need to Talk About It: The Animal Agriculture Industry and Zero Waste. Available from <https://www.colorado.edu/center/2022/03/15/it-may-be-uncomfortable-we-need-talk-about-it-animal-agriculture-industry-and-zero-waste> (accessed March, 2025).

Crovato S, Pinto A, Di Martino G, Mascarello G, Rizzoli V, Marcolin S, Ravarotto L. 2022. Purchasing Habits, Sustainability Perceptions, and Welfare Concerns of Italian Consumers Regarding Rabbit Meat. Foods **11(9)**:1205. DOI:[10.3390/foods11091205](https://doi.org/10.3390/foods11091205)

Cullere M., Dalle Zotte A. 2018. Rabbit meat production and consumption: State of knowledge and future perspectives. Meat Science **143**:137-146. DOI:[10.1016/j.meatsci.2018.04.029](https://doi.org/10.1016/j.meatsci.2018.04.029)

Český statistický úřad. May 2024. Spotřeba potravin. Available from <https://csu.gov.cz/spotreba-potravin?pocet=10&start=0&podskupiny=276&razeni=-datumVydani> (Accessed April 2025).

Český statistický úřad. May 2024. Počet, struktura a projekce obyvatel. Available from [Počet, struktura a projekce obyvatel | Statistika](#) (accessed April 2025).

Dairo FAS, Abi HM, Oluwatusin FM. 2012. Social acceptability of rabbit meat and strategies for improving its consumption in Ekiti State Southwestern Nigeria. *Livestock Research for Rural Development* **24(6)**. Available from https://www.researchgate.net/publication/289704077_Social_acceptability_of_rabbit_meat_and_strategies_for_improving_its_consumption_in_ekiti_State_southwestern_Nigeria (accessed April, 2025).

Dalle Zotte A, Szendrő Z. 2011. The role of rabbit meat as functional food. *Meat science* **88(3)**:319-331. DOI:[10.1016/j.meatsci.2011.02.017](https://doi.org/10.1016/j.meatsci.2011.02.017)

Dalle Zotte A. 2002. Perception of rabbit meat quality and major factors influencing the rabbit carcass and meat quality. *Livestock Production Science* **75(1)**:11-32. DOI:[10.1016/S0301-6226\(01\)00308-6](https://doi.org/10.1016/S0301-6226(01)00308-6)

Dalle Zotte A. 2014. Rabbit farming for meat purposes. *Animal frontiers* **4(4)**:62-67. DOI:[10.2527/af.2014-0035](https://doi.org/10.2527/af.2014-0035)

Escriba-Perez C, Baviera-Puig A, Buitrago-Vera J, Montero-Vicente L. 2017. Consumer profile analysis for different types of meat in Spain. *Meat Science* **129**:120-126. DOI:[10.1016/j.meatsci.2017.02.015](https://doi.org/10.1016/j.meatsci.2017.02.015)

Escriba-Perez C, Baviera-Puig A, Montero-Vicente L, Buitrago-Vera J. 2019. Children's consumption of rabbit meat. *World Rabbit Science* **27(3)**:113. DOI:[10.4995/wrs.2019.11991](https://doi.org/10.4995/wrs.2019.11991)

Etukudo OM, Ekerette EE, Johnson EI, Okon B. 2024. A Mini Review on the Nutritional Benefits of Rabbit Meat. *Nutrition & Food Science* **13(4)**:1-4. DOI:[10.19080/NFSIJ.2024.13.555866](https://doi.org/10.19080/NFSIJ.2024.13.555866)

Fernqvist F, Spendrup S, Tellström R. 2024. Understanding food choice: A systematic review of reviews. *Heliyon* **10(12)** DOI:[10.1016/j.heliyon.2024.e32492](https://doi.org/10.1016/j.heliyon.2024.e32492)

Gaillac R, Marbach S. 2021. The carbon footprint of meat and dairy proteins: A practical perspective to guide low carbon footprint dietary choices. *Journal of Cleaner Production* **321** DOI: [10.1016/j.jclepro.2021.128766](https://doi.org/10.1016/j.jclepro.2021.128766).

Gossard MH, York R. 2003. Social Structural Influences on Meat consumption. Research in Human Ecology **10**:1-9. Available from <http://www.jstor.org/stable/24707082>

Hernandez P, Gondret F. 2006. Rabbit meat quality. Pages 269-290 in Maertens & Coudert P, editors. Recent advances in rabbit sciences. ILVO, Melle, Belgium. Available from https://www.researchgate.net/publication/286676407_Rabbit_meat_quality_and_safety

Hoffman LC, Nkhabutlane P, Schutte De W, Vosloo CH. 2004. Factors affecting the purchasing of rabbit meat: A study of ethnic groups in the Western Cape. Tydskrif vir Gesinsekologie en Verbruikerswetenskappe **32**:26-35. DOI:[10.4314/jfecs.v32i1.52850](https://doi.org/10.4314/jfecs.v32i1.52850)

Hustić I, Gregurec I. 2015. The Influence of Price on Customer's Purchase Decision. Pages 27-32. Central European Conference on Information and Intelligent Systems, Faculty of Organization and Informatics. University of Zagreb, Varaždin, Croatia. Available from <http://search.proquest.com/infozdroje.czu.cz/conference-papers-proceedings/influence-price-on-customers-purchase-decision/docview/1759330892/se-2?accountid=26997>

Ipsos. 2020, July 9. Desetina Čechů preferuje stravu s vyloučením či omezením masa | Ipsos. Available from <https://www.ipsos.com/cs-cz/desetina-cechu-preferuje-stravu-s-vyloucenim-ci-omezenim-masa> (accessed April, 2025).

Lebas F, Coudert P, Rouvier R, de Rochambeau H. 1997. The rabbit: Husbandry, health, and production. Food and Agriculture Organization of the United Nations, Rome. Available from: <http://www.cuniculture.info/Docs/Documentation/Publi-Lebas/1990-1999/1997-Lebas-&-al-The-rabbit-Husbandry-health-and-production.pdf>

Leiblová J. 2020. Situační a výhledová zpráva – Králíci. Pages 1-46. Praha: Ministerstvo zemědělství. Available from <https://mze.gov.cz/public/portal/mze/-a37082--yB5VZkBO/publikace-situacni-a-vyhledova-zprava-kralici-2020>

Legkau JN, Mthombeni DL, Antwi MA. 2024. Factors influencing consumer willingness to pay for rabbit meat in the Daveyton and Etwatwa areas of Gauteng province, South Africa. Asian Development Policy Review **12**(2):168-176. DOI:[10.55493/5008.v12i2.5066](https://doi.org/10.55493/5008.v12i2.5066)

Macdiarmid JI, Douglas F, Campbell J. 2016. Eating like there's no tomorrow: Public awareness of the environmental impact of food and reluctance to eat less meat as part of a sustainable diet. *Appetite* **96**:487-493. DOI:[10.1016/j.appet.2015.10.011](https://doi.org/10.1016/j.appet.2015.10.011)

Magalhaes LCC, Costa RB, Camargo GMF. 2022. Consumption of rabbit meat in Brazil: Potential and limitations. *Meat Science* **191**:108873. DOI:[10.1016/j.meatsci.2022.108873](https://doi.org/10.1016/j.meatsci.2022.108873)

Mahmoud AFA, Ras R. 2023. Rabbit Meat Consumption: A Mini Review on the Health Benefits, Potential Hazards and Mitigation. *Journal of Advanced Veterinary Research* **13(4)**:681-684. Available from https://www.researchgate.net/publication/373093586_Rabbit_Meat_Consumption_A_Mini_Review_on_the_Health_Benefits_Potential_Hazards_and_Mitigation_Journal_of_Advanced_Veterinary_Research_134_681-684

McKendree MGS, Wildmar NJO. 2014. Effects of demographic factors and information sources on United States consumer perceptions of animal welfare. *Journal of Animal Science* **92(7)**:3161-73. DOI: [10.2527/jas.2014-6874](https://doi.org/10.2527/jas.2014-6874)

Naipan T, Vizcarra M, Cuevas C, Galvez P. 2022. Family influences on food choices and nutrition: What does the literature say? *Revista chilena de nutrición* **49(3)**:384-390. DOI:[10.4067/s0717-75182022000300384](https://doi.org/10.4067/s0717-75182022000300384)

Petracci M, Cavani C. 2013. Rabbit meat processing: Historical perspective to future directions. *World Rabbit Science* **21**:217-226. DOI:[10.4995/wrs.2013.1329](https://doi.org/10.4995/wrs.2013.1329)

Petrescu DC, Petrescu-Mag RM. 2018. Consumer behaviour related to rabbit meat as functional food. *World Rabbit Science* **26**:321-333. DOI:[10.4995/wrs.2018.10435](https://doi.org/10.4995/wrs.2018.10435)

Ritchie H, Rosado P, Roser M. 2019. Meat and Dairy Production. Our World in Data. Available from <https://ourworldindata.org/meat-production> (accessed April 2025).

Ritzel C, Mann S. 2021. The Old Man and the Meat: On Gender Differences in Meat Consumption across Stages of Human Life. *Foods* **10**:2809. DOI:[10.3390/foods10112809](https://doi.org/10.3390/foods10112809)

Roubalová M, Mach K. 2013. Trh s králíčím masem v ČR a v Evropě. Pages 8-11. Nové směry v intenzivních a zájmových chovech králíků – XII. celostátní seminář. Výzkumný ústav živočišné výroby, v.v.i., Česká zemědělská univerzita v Praze, Prague.

Salter AM. 2018. The effects of meat consumption on global health. *Revue scientifique et technique* (International Office of Epizootics) **37**:47–55. *Rev Sci Tech*. Available from <https://pubmed.ncbi.nlm.nih.gov/30209430/> (accessed April, 2025).

Sanah I, Becila S, Djeghim F, Boudjellal A. 2020. Rabbit meat in the east of Algeria: motivation and obstacles to consumption. *World Rabbit Science* **28**:221-237. DOI:[10.4995/wrs.2020.13419](https://doi.org/10.4995/wrs.2020.13419)

Sanchez-Sabate R, Sabaté J. 2019. Consumer Attitudes Towards Environmental Concerns of Meat Consumption: A Systematic Review. *International Journal of Environmental Research and Public Health* **16**(7):1220. DOI: [10.3390/ijerph16071220](https://doi.org/10.3390/ijerph16071220)

Savietto D. 2024. Descriptive analysis of the environmental impact of intensive rabbit production. *World Rabbit Science* **32**:241.258. DOI:[10.4995/wrs.2024.22642](https://doi.org/10.4995/wrs.2024.22642)

Siddiqui SA, Gerini F, Ikram A, Saeed F, Feng X, Chen Y. 2023. Rabbit Meat—Production, Consumption and Consumers’ Attitudes and Behavior. *Sustainability* **15**(3):2008. DOI:[10.3390/su15032008](https://doi.org/10.3390/su15032008)

Szendrő K. 2016. Consumer Perceptions, Concerns, and Purchasing Practices of Rabbit Meat in Hungary. *Journal of Food Products Marketing* **22**:683-693. DOI:[10.1080/10454446.2015.1121437](https://doi.org/10.1080/10454446.2015.1121437)

Szendrő K, Szabó-Szentgróti E, Szigeti O. 2020. Consumers’ Attitude to Consumption of Rabbit Meat in Eight Countries Depending on the Production Method and Its Purchase Form. *Foods* **9**(5):654. DOI:[10.3390/foods9050654](https://doi.org/10.3390/foods9050654)

Volek Z. 2020. Krmiva, krmné směsi a technika krmení králíků v intenzivních chovech a drobnochovech. Agrární komora České republiky, Praha. Available from: https://vuzv.cz/wp-content/uploads/2021/01/Publ_AK_Volek_KRMIVA_KRMEN%C3%8DKR%C3%81L%C3%8DK%C5%AE.pdf.

Vondrušková A. 2004. České zvyky a obyčeje. Albatros, Praha.

Zhao J, Butt RS, Murad M, Mirza F, Al-Faryan MAS. 2022. Untying the Influence of Advertisements on Consumers Buying Behavior and Brand Loyalty Through Brand Awareness: The Moderating Role of Perceived Quality. *Frontiers in Psychology* **12**:1-15. DOI:[10.3389/fpsyg.2021.803348](https://doi.org/10.3389/fpsyg.2021.803348)

Zíbrt Č. 2011. Staročeské umění kuchařské. Dauphin, Praha.

Wu L. 2022. Rabbit meat trade of major countries: regional pattern and driving forces. *World Rabbit Science* **30(1)**:69-82. DOI:[10.4995/wrs.2022.13390](https://doi.org/10.4995/wrs.2022.13390)

Appendices

Appendix 1: Questionnaire Survey

Dear Madam, Dear Sir,

I would like to ask you to complete a short questionnaire focused on consumer habits, attitudes and perceptions of rabbit meat consumption in the Czech Republic. This research is being conducted by the Czech University of Life Sciences in Prague and is intended for scientific purposes only. All data will be treated anonymously and in accordance with EU data protection regulations. The questionnaire will take a maximum of 10 minutes to complete. I will be glad if you share the questionnaire with others.

Thank you for your answers.

Zuzana Rošáková.

I voluntarily agree to participate in this research study. I understand that even if I agree to participate now, I may withdraw or refuse to answer any question at any time without any consequences. I understand that I will not directly benefit from participating in this research. I understand that any information I provide for the purposes of this study will be kept confidential and will be destroyed immediately after the research study is completed. (I agree)

Rabbit meat consumption habits and preferences

1. Have you ever tried rabbit meat?

☐	Yes
☐	No

2. How frequently do you consume the following meats:

	Never	Rarely (few times a year)	Occasionally (few times per month)	Weekly	Daily
Chicken					
Goat					

Lamb					
Beef					
Pork					
Rabbit					
Fish					
Game meat					

3. What factors influence your decision to consume rabbit meat?

	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
Impact on my health					
Availability					
Origin of the meat					
Price/quality ratio					
Cultural or religious reasons					
Animal welfare					
Nutritional value					
Appearance of the carcass/meat					
Convenience of preparation					
Taste					

4. Where do you get/buy rabbit meat most often?

	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree

Family or friends					
Local farmer					
Local market					
Butcher or speciality meat shop					
Supermarket					

5. What purchase form do you prefer your rabbit meat?

	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
Live					
Fresh					
Frozen					
Smoked					
Processed products (e.g., sausages)					
No preference					

6. In which preparation form do you like rabbit meat?

	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
Whole rabbit with skin, organs, head					
Carcass with head but without skin and organs					
Carcass without head					
Meat cut into pieces with bones (legs, body)					

Pieces of meat without bones					
No preference					

7. How do you prefer your rabbit meat to be cooked?

	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
Grilled					
Deep fried					
Roasted					
Boiled					
Smoked					
Stewed					
I have never cooked/eaten rabbit meat					

Rabbit meat awareness and attitudes

8. Do you consider rabbit meat to be a traditional dish in your country?

	Yes
	No
	Not sure

9. How often is rabbit meat served at family gatherings or special occasions?

	Never
	Rarely
	Occasionally

	Frequently
	Always

10. Describe your opinion on the following statements about rabbit meat:

	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
Rabbit meat is readily available					
Rabbit meat is affordable					
Rabbit meat has a high nutritional value					
Eating rabbit meat provides health benefits					
Rabbit meat is healthier than other meat and fish					
Rabbit meat is convenient to cook and eat					
Rabbit meat production supports food security					
Rabbit meat production is sustainable					
Rabbits are pets, not food					
Rabbits are pests, not food					

11. Would any of these factors influence your willingness to eat rabbit meat?

	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
If I had a higher income					

If it was more readily available and affordable					
If more information was available on its health impact					
High animal welfare during production was assured					
If more information was available on its sustainability					
It was prepared using local traditional cooking methods and recipes					
There were resources available on its preparation, cooking methods, and recipes					

12. Would you like to learn more about rabbit meat and its benefits?

	Yes
	No

Sociodemographic information

13. Gender of Respondent

	Male
	Female
	I prefer not to say
	Other

14. Age of respondent

--

15. Level of education completed of respondent

	Primary education
	Secondary education
	Higher education

16. Occupation of respondent

	Student
	Employed
	Self-employed
	Unemployed
	Retired

17. Area of residence of respondent

	Urban
	Rural

18. Region of residence of respondent

	Prague
	Central Bohemia
	South Bohemia
	Pilsen
	Karlovy Vary
	Ústí nad Labem
	Liberec

	Hradec Králové
	Pardubice
	Vysočina
	South Moravian
	Zlín
	Olomouc
	Moravian-Silesian

19. Number of household members of the respondent

	1
	2
	3
	4
	5
	6
	More than 6

20. Religion of the respondent

	Traditionalism
	Christian
	Islam
	Hinduism
	Buddhism
	None
	Other

21. If you have any further comments or feedback for us about rabbit meat consumption in your country, please let us know (optional).

22. If you would like to receive information about rabbit meat consumption, please insert your email address below (optional).