

# Good from Finland-label



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- Label of origin for restaurants
- Meat, eggs and milk have to be Finnish
- Finfood-Finnish Food Information Service grants the label and supervises the use of the label
- Part of the origin operation of Finfood, which task is to increase appreciation and demand of Finnish food

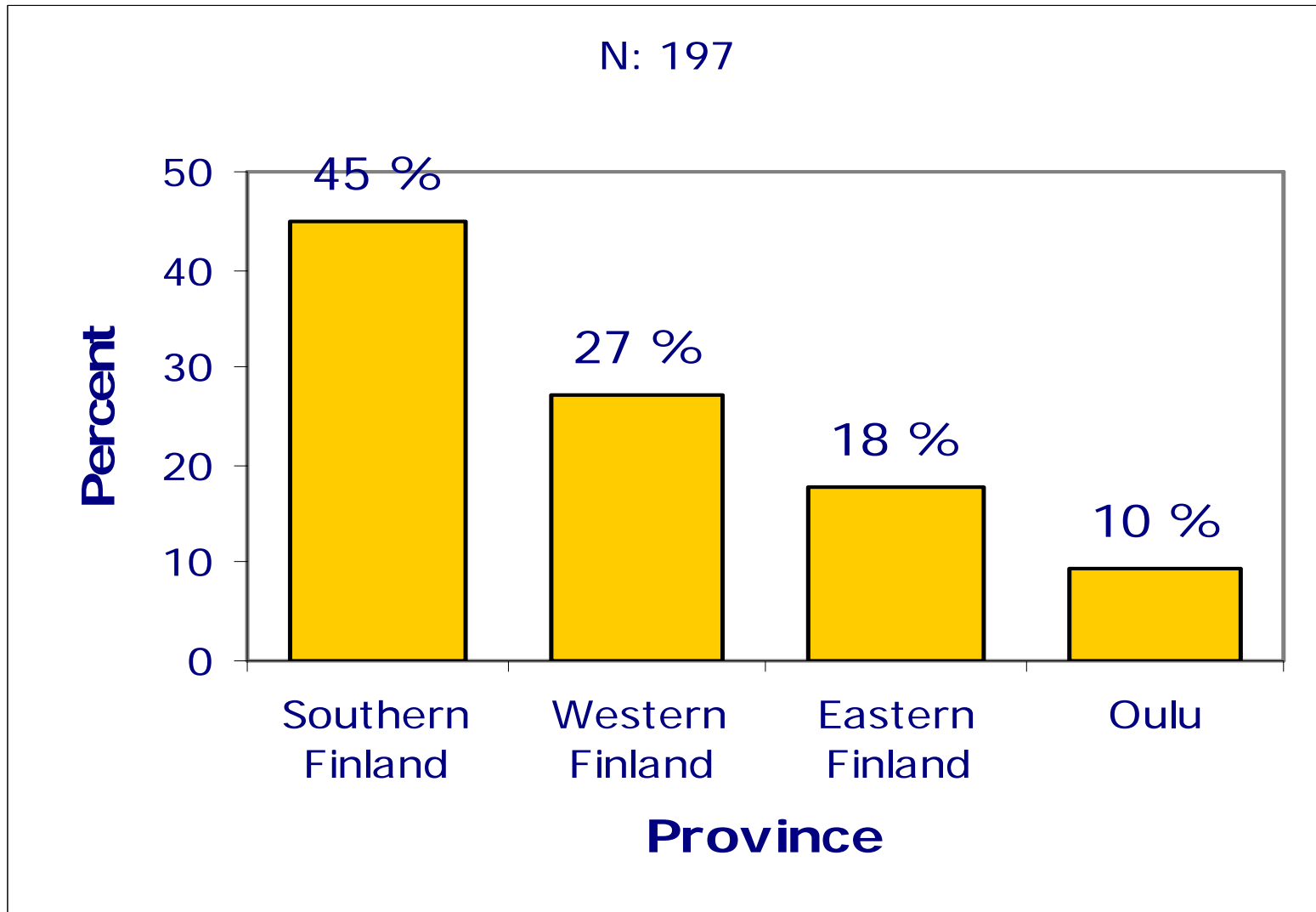
# Respondents' sex

	<b>Frequency</b>	<b>Percent</b>
<b>Female</b>	114	56
<b>Male</b>	89	44
<b>Total</b>	203	100

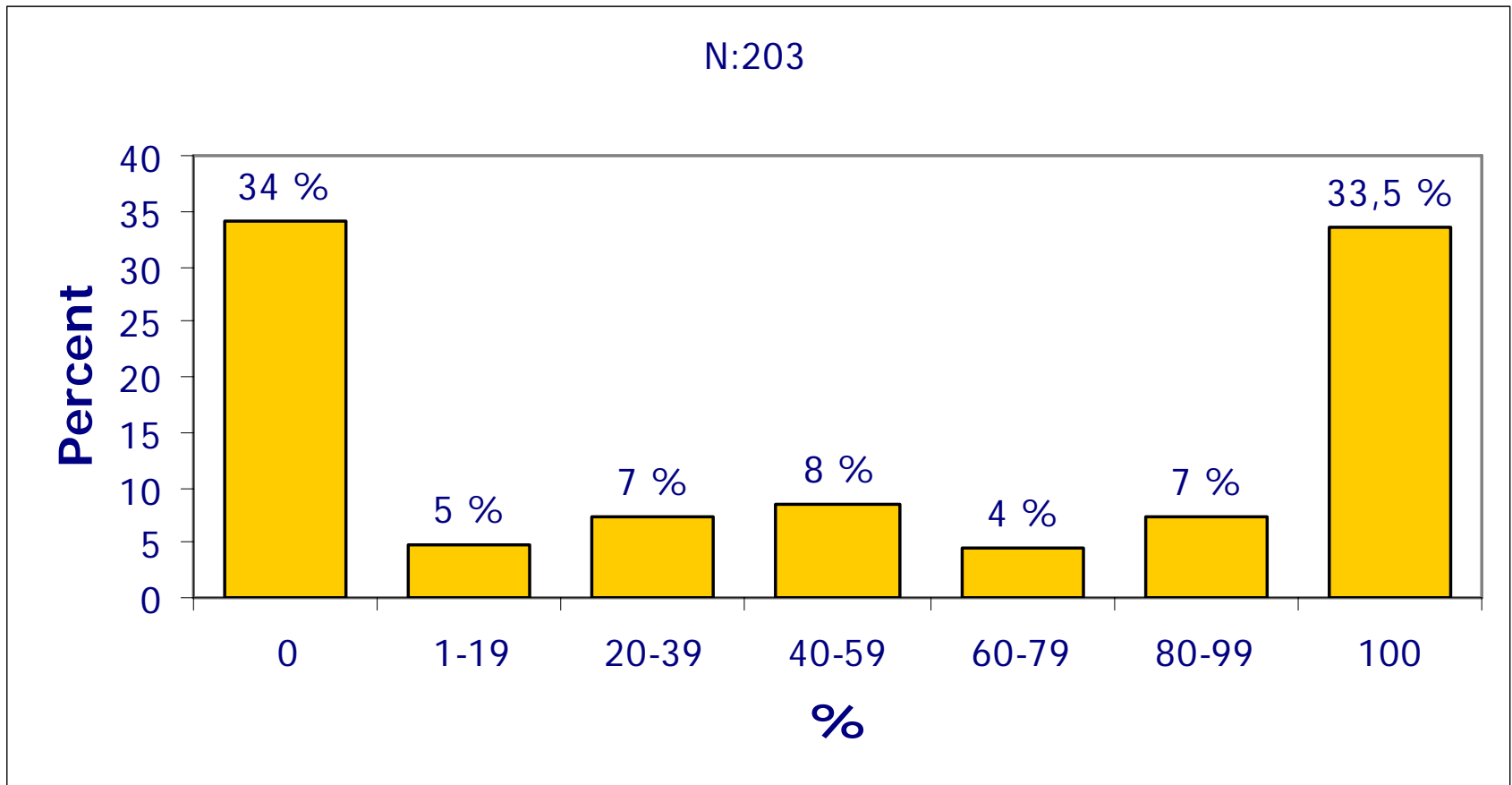
# Respondents' distribution of age groups



# Respondents' province of residence

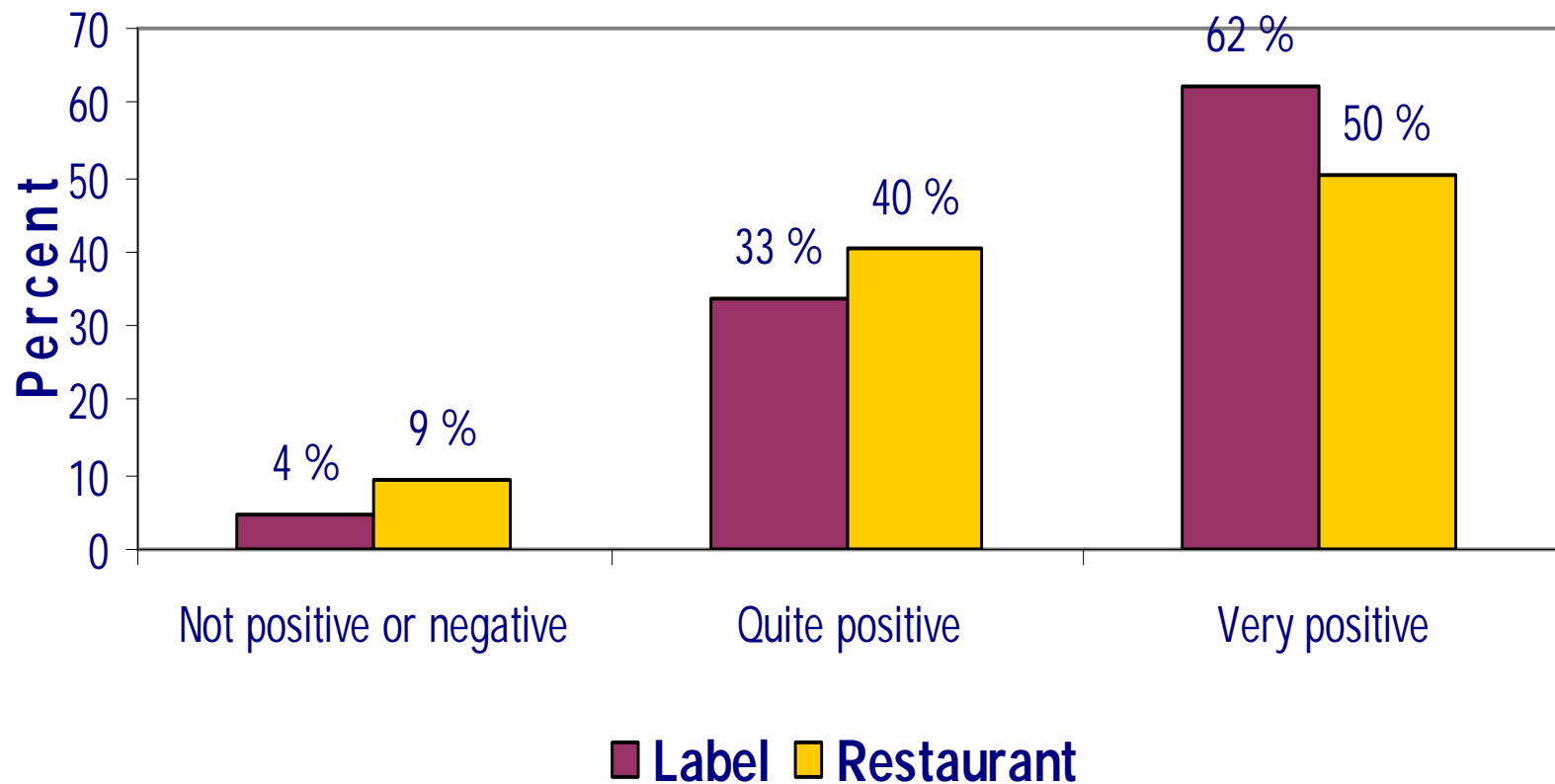


# Recognizing of the label

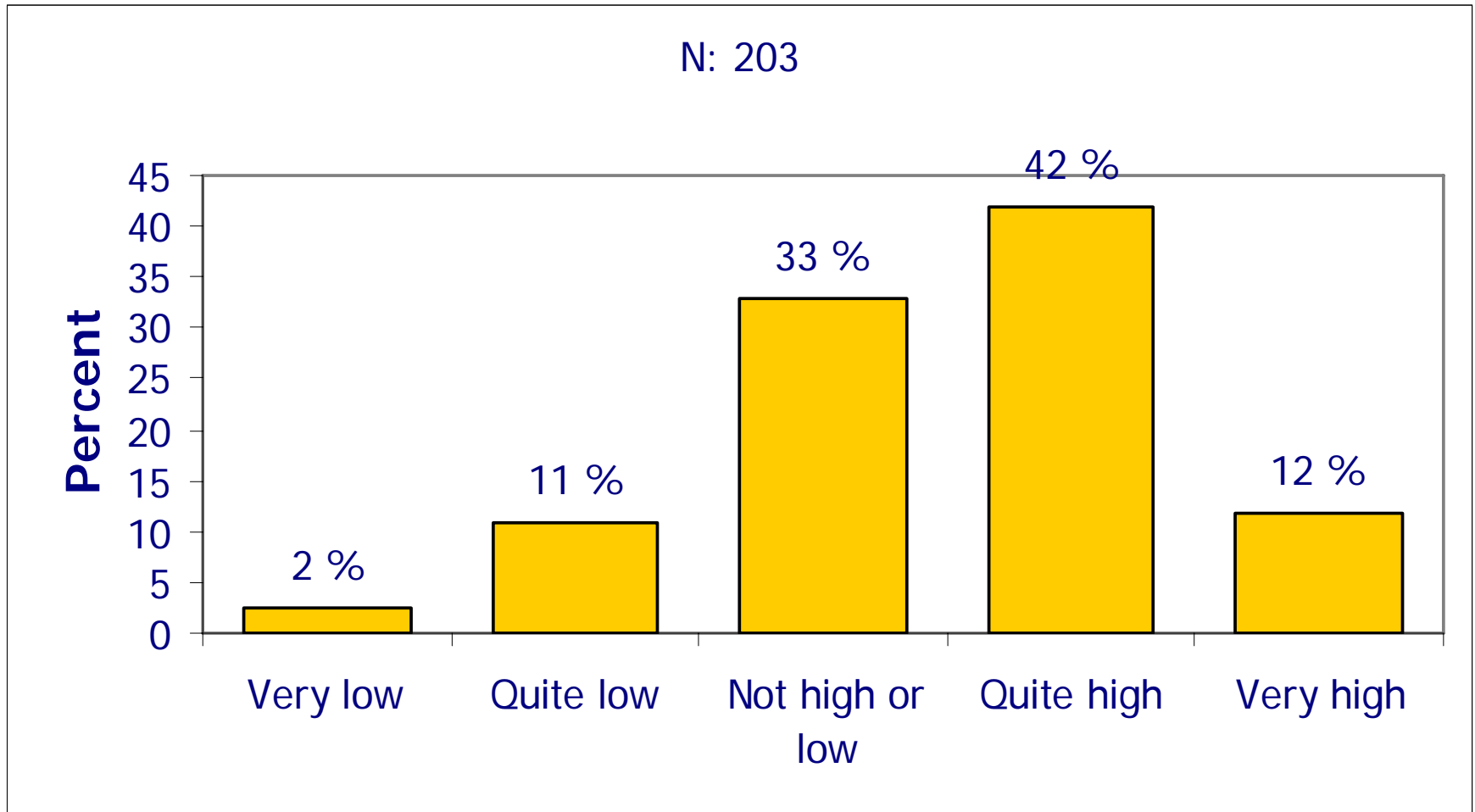


# Attitude toward the label and the restaurant of Sokos Hotel Koli

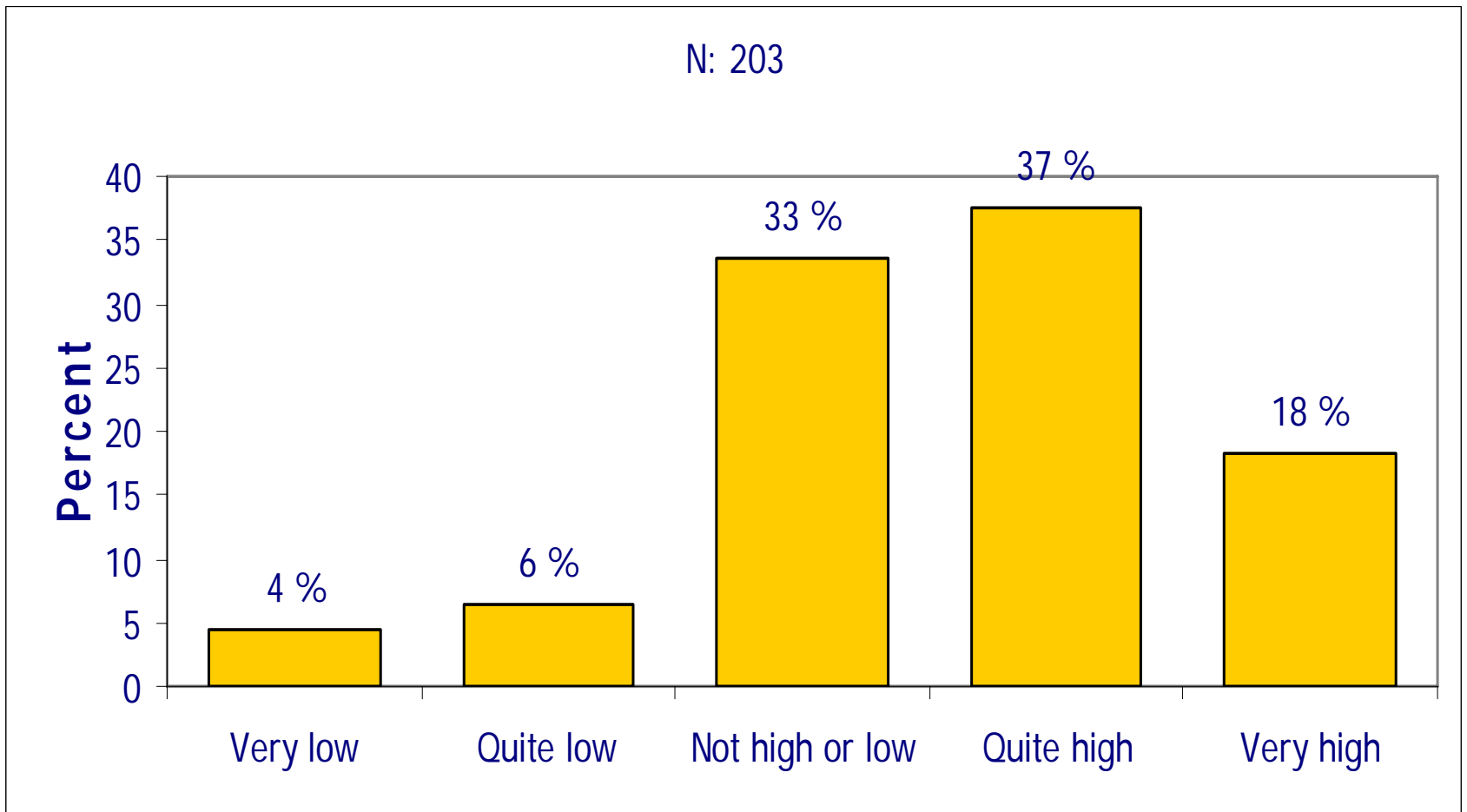
N: 203



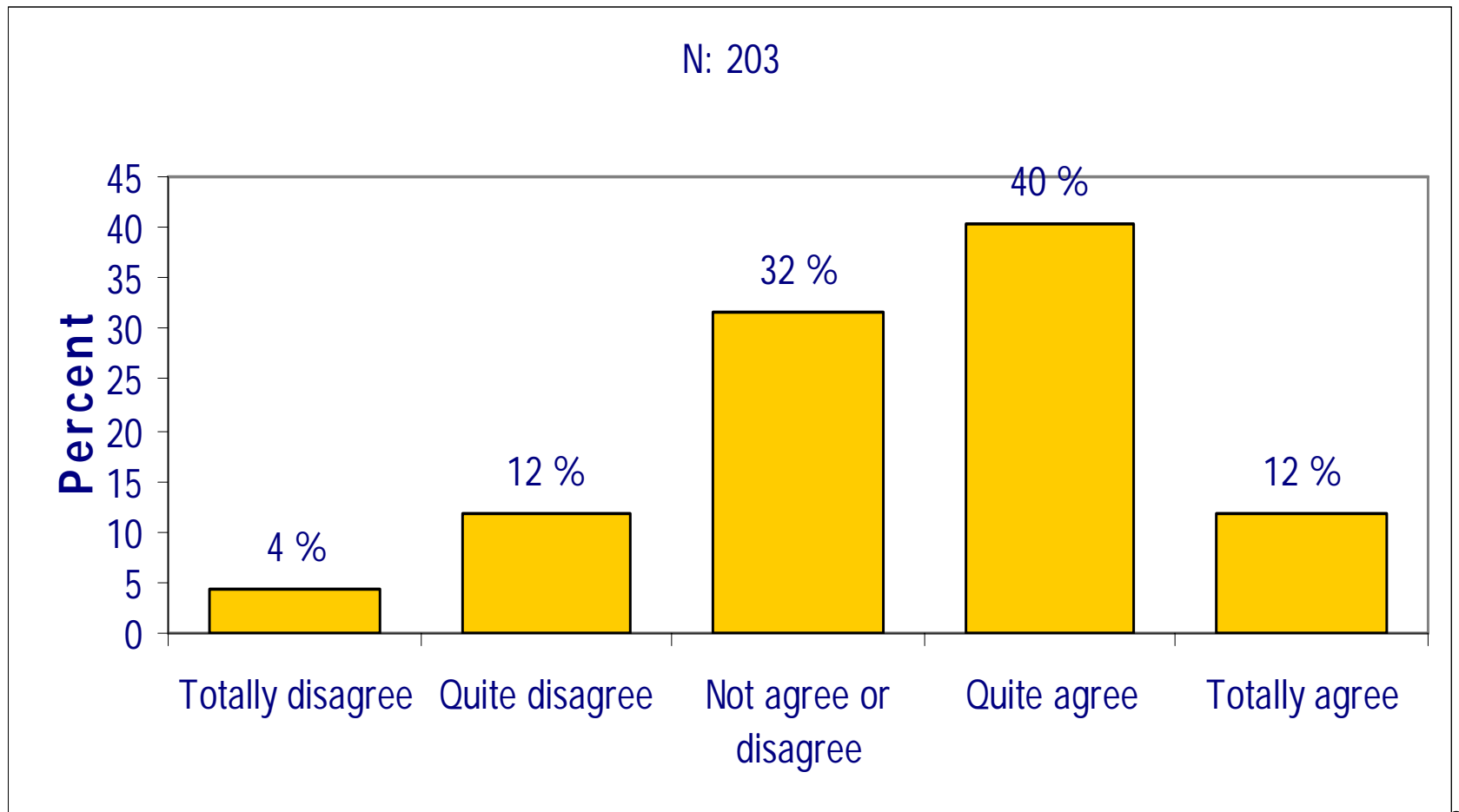
# Impact of the label on interest toward the restaurant of Sokos Hotel Koli



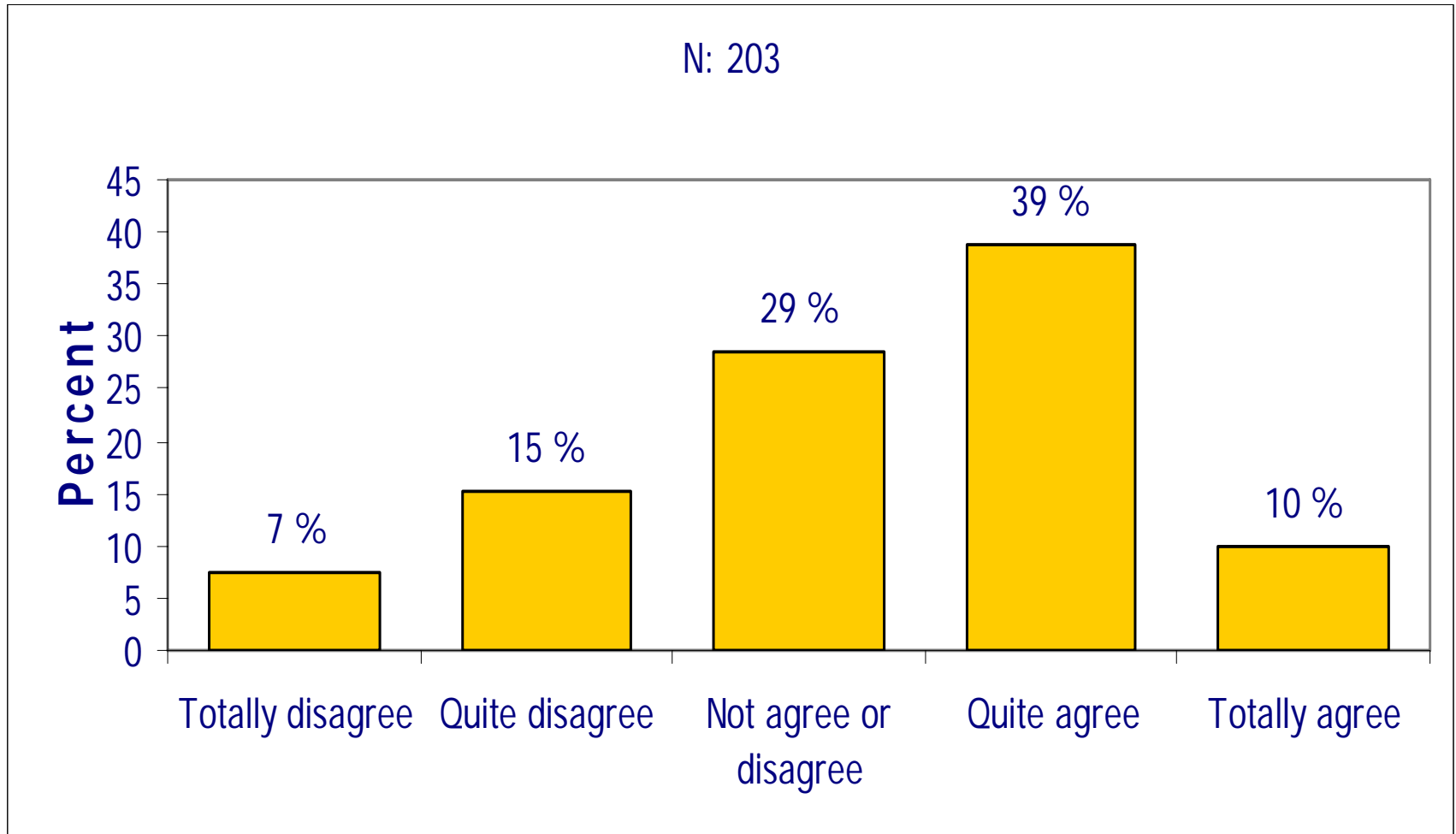
# Impact of the label on willingness to have a meal at the restaurant of Sokos Hotel Koli



# The label affects decisions when choosing restaurant.

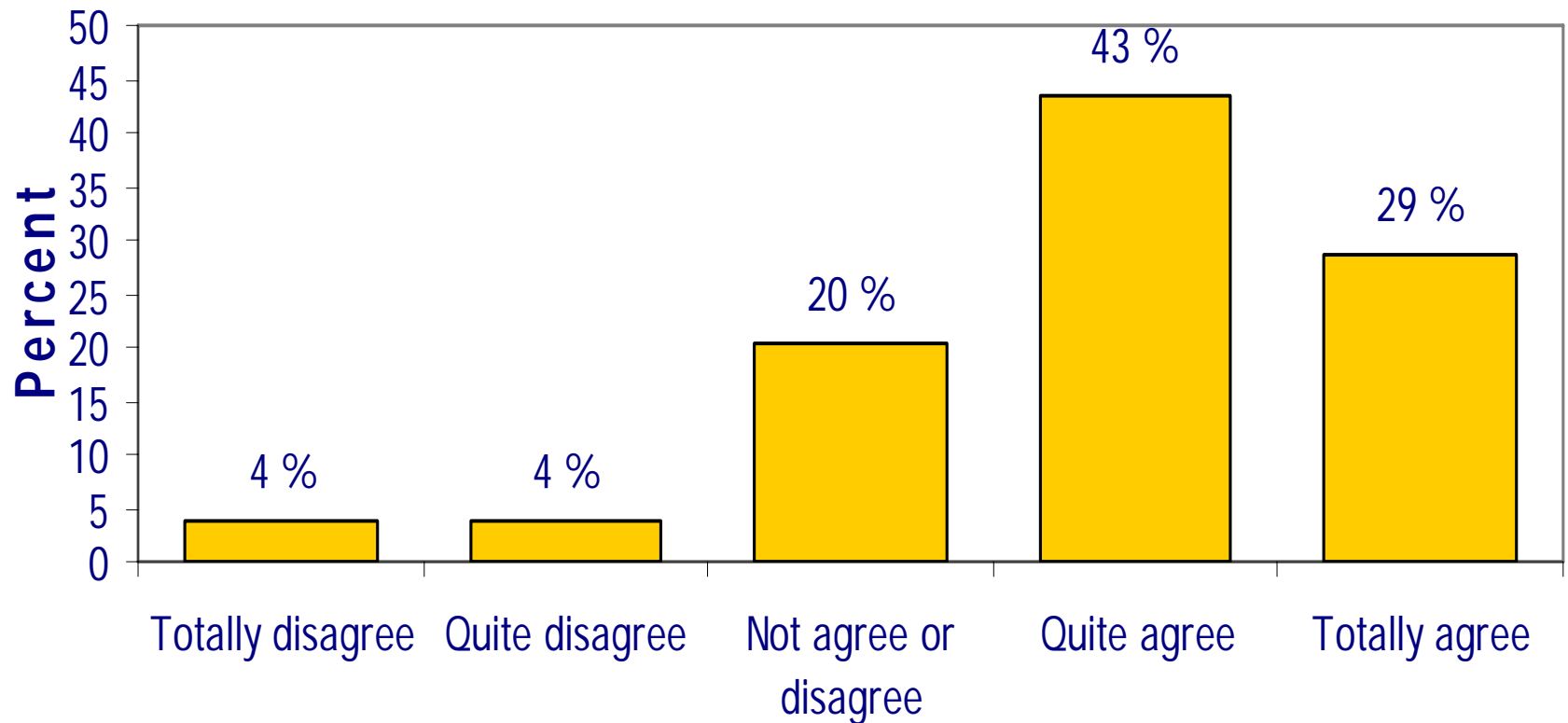


# The label affects more than price level when choosing restaurant.

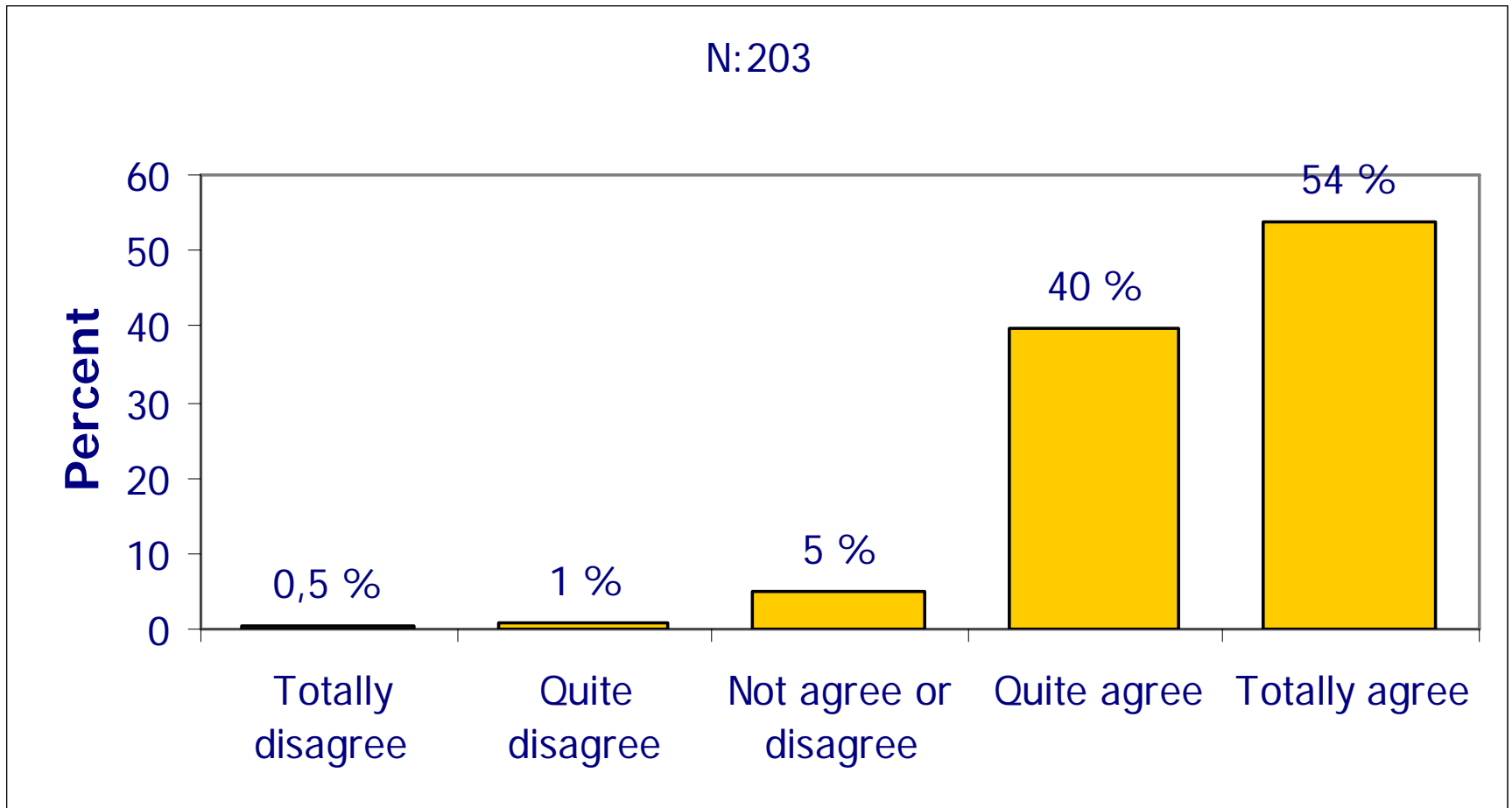


Having a meal in a restaurant with the label is more preferable than in a restaurant without the label.

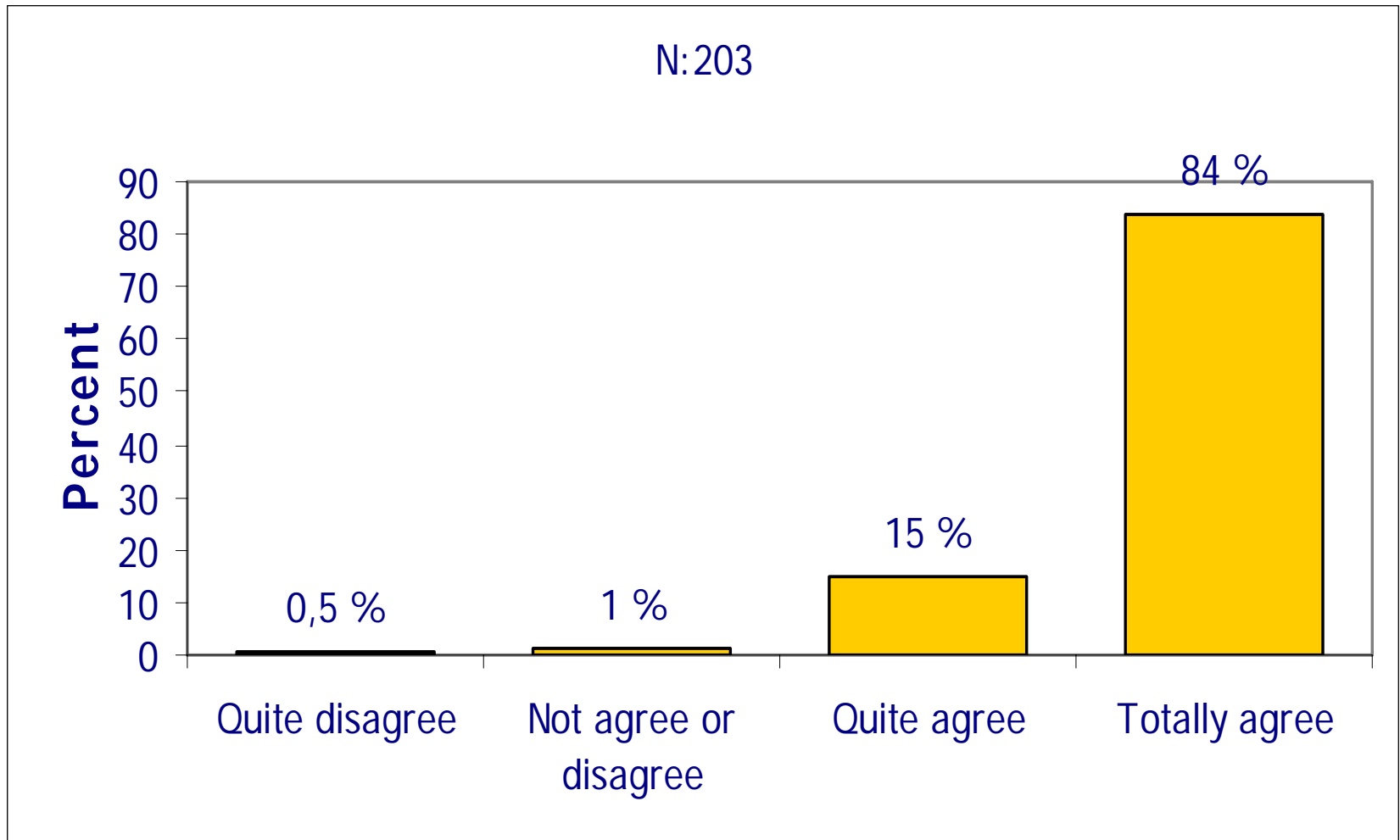
N: 203



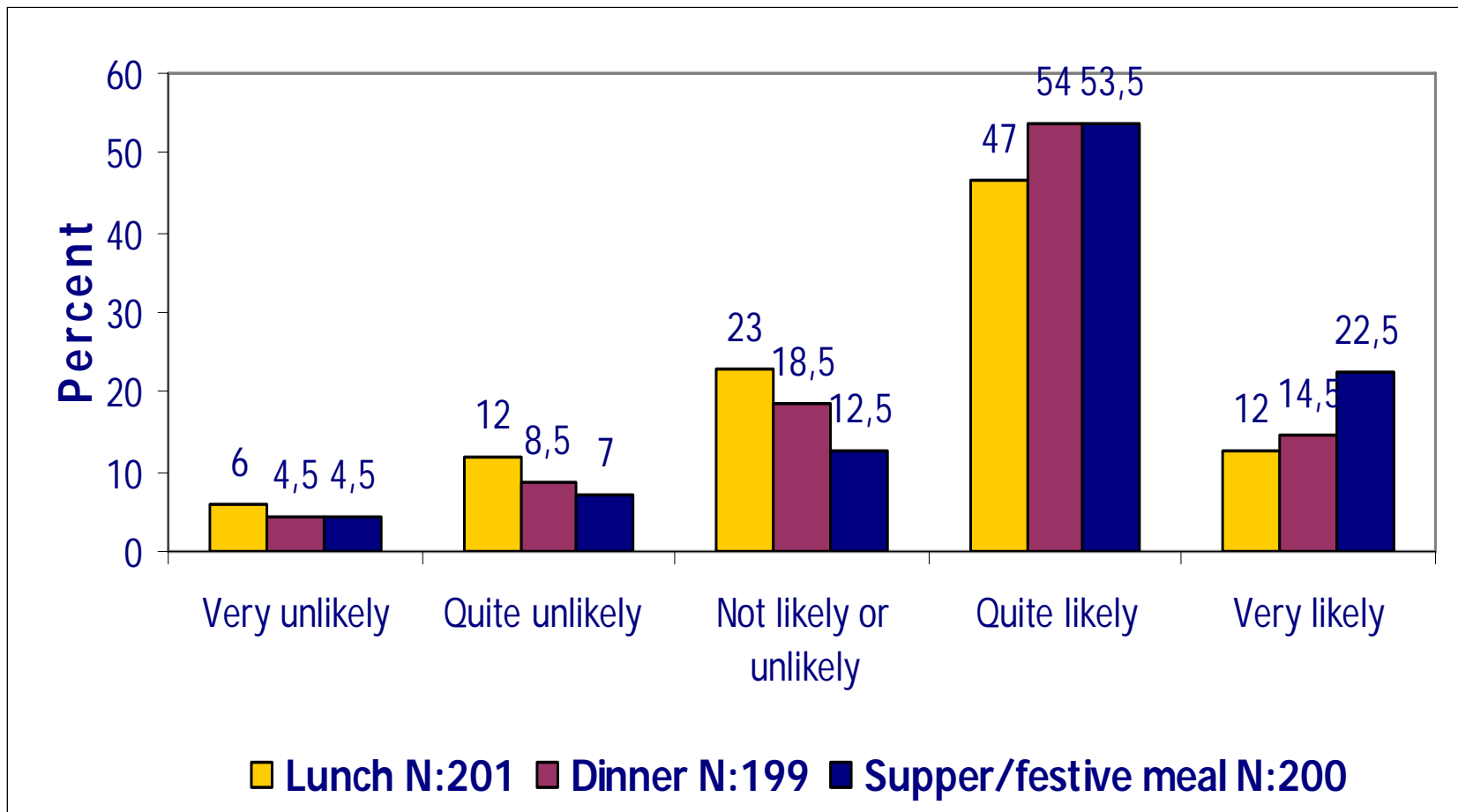
The label gives positive image of restaurant.



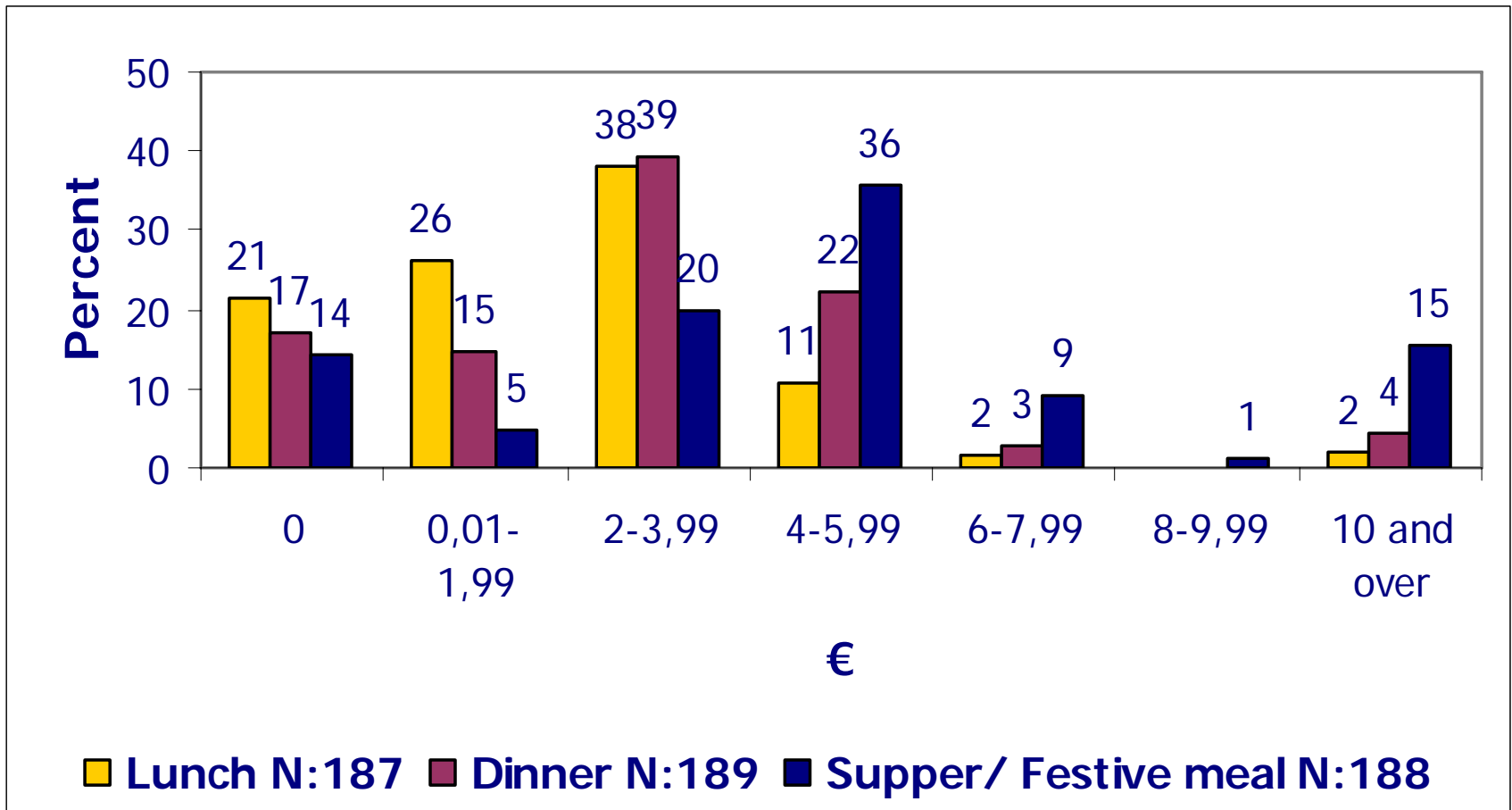
# The label suits for line of action of national park hotel.



## Readiness to pay more for a meal made of Finnish raw materials



# Readiness to pay more for a meal made of Finnish raw materials in Euros



## Numbers of payment readiness

	<b>Lunch</b>	<b>Dinner</b>	<b>Supper/ Festive meal</b>
<b>Mean</b>	<b>2,00</b>	<b>3,00</b>	<b>4,90</b>
<b>Minimum</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Maximum</b>	<b>10</b>	<b>45</b>	<b>40</b>
<b>N</b>	<b>187</b>	<b>189</b>	<b>188</b>