



**FOOD FUTURES
PANEL**

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Buying British

A GFS Food Futures panel activity

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Chapter 1: Introduction

This research explores the cultural, attitudinal and behavioural issues involved with buying British food, going beyond statistics¹ which indicate that large proportions of the public support buying British to understand why. The survey aim was to:

Explore the British provenance debate in the round with panel respondents, covering topics such as: accessibility, visibility, range of products, labelling, quality, cultural identity, local economy, nutrition and willingness to pay more.

Buying British may mean different things to different people, from supporting the UK's agricultural sector to choosing food with lower transport impacts.

1.1. The Food Futures panel

The Global Food Security (GFS) programme brings together the UK's major public funders of research into food security². A central part of the programme is to understand and respond to public views on global food security challenges and potential solutions. To help meet this aim, the GFS programme has commissioned a panel of 600 members of the public to take part in deliberative dialogue activities exploring different aspects of the food security research space. The GFS programme will be using the findings to inform the direction of public funding for food research in the UK. The panel is co-funded by Sciencewise³.

The Food Futures panel is designed to facilitate both online and face-to-face engagement. The panel is managed through a software platform, which can host a range of different digital materials and activities. The panel is closed, with members recruited to a quota and all content password protected, allowing privacy for participants. The panel is clustered in 6 locations

¹ e.g. recent YouGov omnibus survey on locally sourced produce:
https://yougov.co.uk/publicopinion/archive/?category=food&sort=-publication_date

² <http://www.foodsecurity.ac.uk/>

³ Sciencewise is funded by the Department for Business, Innovation & Skills (BIS). Sciencewise aims to improve policy making involving science and emerging technology across Government by increasing the effectiveness with which public dialogue is used, and encouraging its wider use where appropriate. It provides a wide range of information, advice, guidance and support services aimed at policy makers and all the different stakeholders involved in science and technology policy making, including the public. Sciencewise also provides co-funding to Government departments and agencies to develop and commission public dialogue activities. www.sciencewise-erc.org.uk

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around the UK⁴, allowing for a diverse sample but also the opportunity for face to face activities.

To explore public views on food of British provenance a qualitative survey with 122 members of the panel was carried out.

The activity was proposed by one of the GFS partners, DEFRA and the aims and research questions refined in discussion with the GFS steering group (see left for membership). The survey questions were developed in collaboration with the DEFRA topic lead and designed to address three sets of research questions:

- What factors influence the purchasing decisions respondents make?
 - To what extent is the provenance of food, specifically provenance within the UK, a motivating factor in purchasing decisions?
- What beliefs and associations do respondents hold about food with UK provenance, which could explain why it is a motivating factor?
 - Do these beliefs and associations help to explain the motivation to ‘Buy British’?
- How do respondents understand and identify food as ‘British’? What do respondents understand by the term ‘British’ in relation to food?

1.2. Methodology and sample

A relatively small sample size and a non-representative sample means that the conclusions this report draws cannot be seen as presenting the views of the wider public. They do, however, provide a snapshot of views held by a diverse group of people on "buying British".

A sampling frame was devised which sought to include a diverse sample of respondents from different age groups, ethnicities and education levels. An initial selection of panel members was invited to take part, targeting the least represented groups, with a second open invitation to the panel as a whole. We received 122 responses and the demographics of the sample achieved are shown in the table below, compared with the target sample. The survey sample compares to the target as follows:

- **Gender:** The survey sample has a slightly higher percentage of female respondents, this is consistent with the Food Futures panel as a whole.
- **Age:** The 55-65 group is under-represented in the survey sample, as was the 18-25 age group. This is balanced against 13% over-representation in the 26-40 category.
- **Ethnicity:** The survey sample and meets the target of around 12% BME respondents for ethnicity.

⁴ Locations are: Belfast, Cardiff, Dundee, Harrogate, London, Plymouth

- **Education level:** Respondents with lower educational levels are under-represented in the survey sample; the highest education level was over-represented by around 10%, and the lowest levels GCSEs Grade D-G /BTEC, and no qualifications were underrepresented by around the same amount.

Table 1 Sample demographics

	Target sample %	Achieved sample %	Achieved sample n
Gender			
Female	50%	56%	68
Male	50%	44%	54
Age			
18-25	17%	9%	11
26-40	25%	38%	47
41-55	25%	27%	33
56-65	17%	10%	12
66+	17%	16%	19
Ethnicity			
White	88%	89%	109
BME	12%	11%	13
Education level			
BTEC Higher / Level 4+, HND, Degree, Masters, PhD or similar/higher	37%	48%	58
AS/A Levels, BTEC National / Level 3 or similar	18%	23%	28
GCSEs Grade A*-C, BTEC Level 2	17%	15%	18
GCSEs Grade D-G, BTEC Level 1	13%	2%	2
None	10%	2%	2

Chapter 2: Results

All survey questions were analysed to identify differences in response across the different demographic variables. Results are presented in line with the three research questions, and the full survey is provided in Appendix A.

2.1. Purchasing decisions

- What factors influence the purchasing decisions respondents make?
- To what extent is the provenance of food, specifically provenance within the UK, a motivating factor in purchasing decisions?

The first question in the survey asked respondents to select four from a list of possible factors which are important to them when buying food. The most commonly chosen factors were price, family preference and healthy food, each of which was chosen by around half of respondents. Just over one quarter of respondents chose 'Food is of British origin', with respondents in the oldest age group (65+) most likely to say it is important to them when buying food. In contrast price and value for money is chosen most frequently by the youngest age group (18-25), of whom 91% say it is important to them, compared with just 26% of the oldest group (66+).



Figure 1 Question 1. (n=462 selections by 122 respondents)

A follow-up question asked respondents to rank the four factors they said were important to them, indicating which were most and least important to them when buying food.

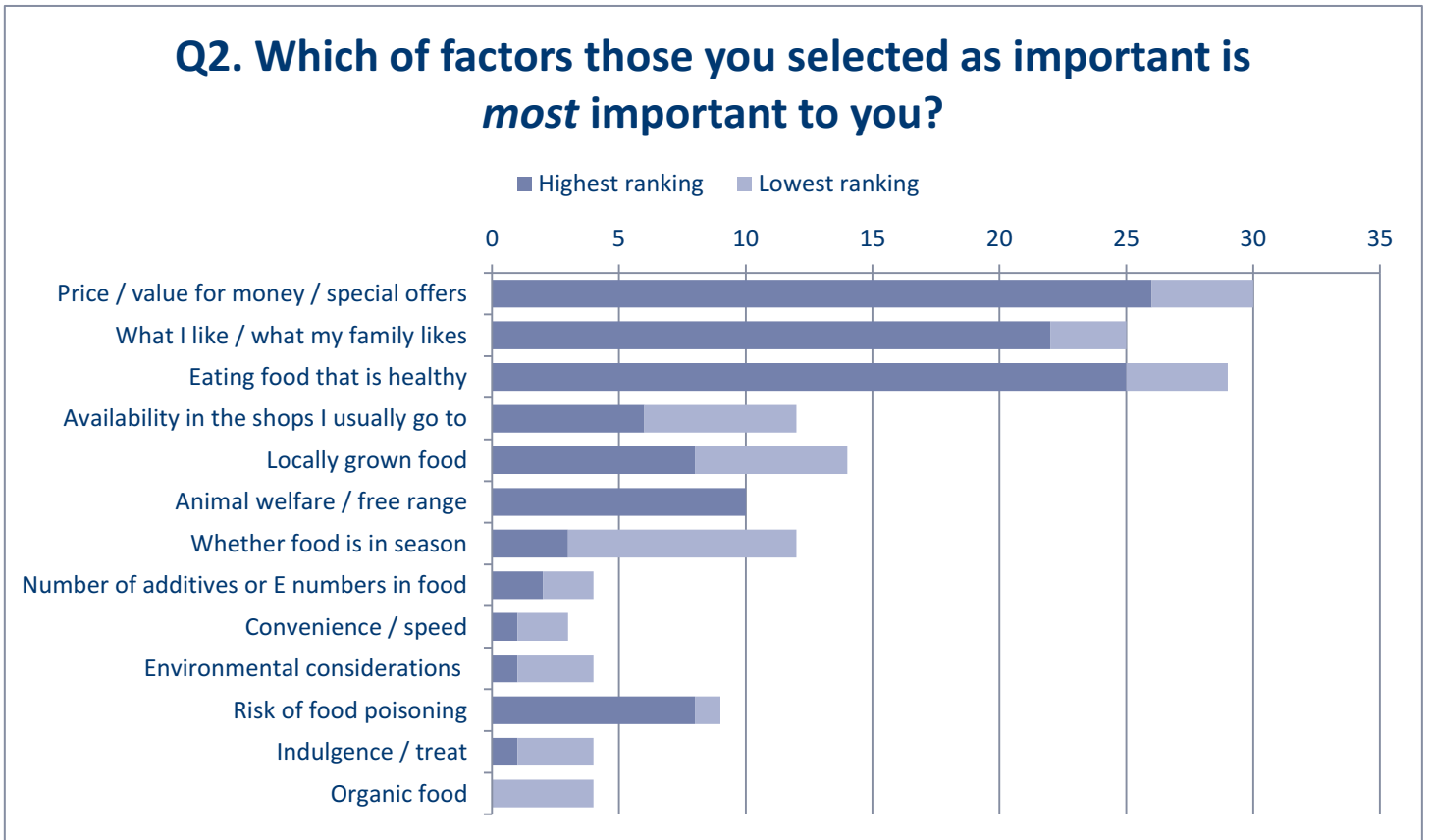


Figure 2 Q2. n= 160 selections (number of highest and lowest rankings). Excludes respondents selecting Buying British which are shown in fig. 3.

As shown in figure 2 above, the same three factors which respondents selected most often as important to them were also more often ranked as the *most* important to them. Less frequently selected factors such as organic food, environmental considerations, seasonality and indulgence/treat were more often listed as the least important of the factors chosen. Risk of food poisoning, although infrequently chosen, was ranked as most important by eight of nine respondents who did select it.

Where respondents had not selected “whether food is of British origin” this was included in the question as an additional fourth option, so all respondents gave their views on the relative

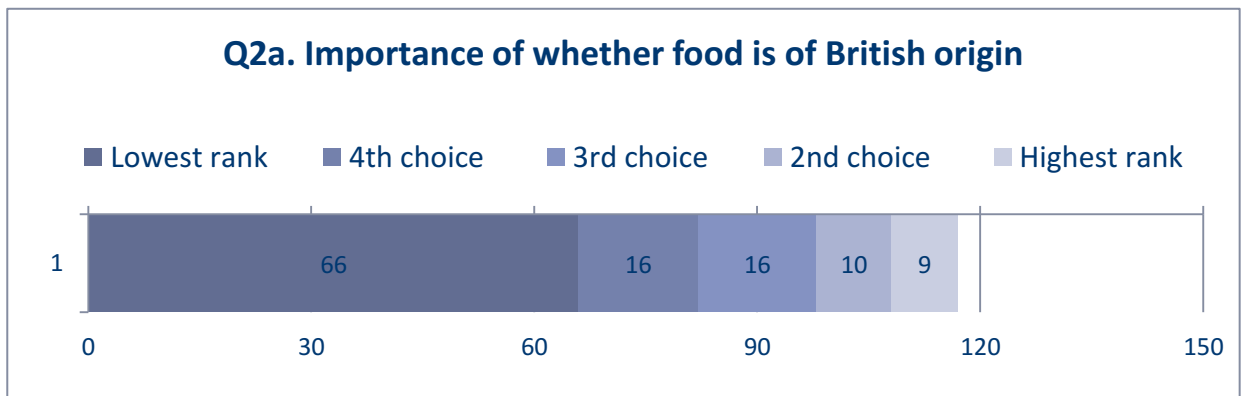


Figure 3 Question 2. n=117 *5 respondents are not included as they omitted to respond to this item

importance of buying British food. As shown in figure 3, below, whether food is of British origin was ranked least important by the majority of respondents (56%), suggesting that even where it is a factor in purchasing decisions it is not the overriding concern compared with factors like price, health considerations and food preferences.

Question three asked respondents what type of information they look for when buying food, including the option of information about where food is produced. Respondents selected ingredients and nutritional content of food as the information they looked for most, selected by 88% and 79% of respondents, respectively. Where food is produced was looked for by 59% of respondents, similar to the 57% of respondents who looked for information about animal welfare standards. Environmental, social and ethical impacts were all selected by less than half of respondents (as shown in figure 4). There were no significant demographic differences in the respondents who looked for where food is produced, however ethical standards were more likely to be of interest to older respondents, with increasing response levels in each age group from no responses in the 18 – 25 category to 63% of 65+ respondents.

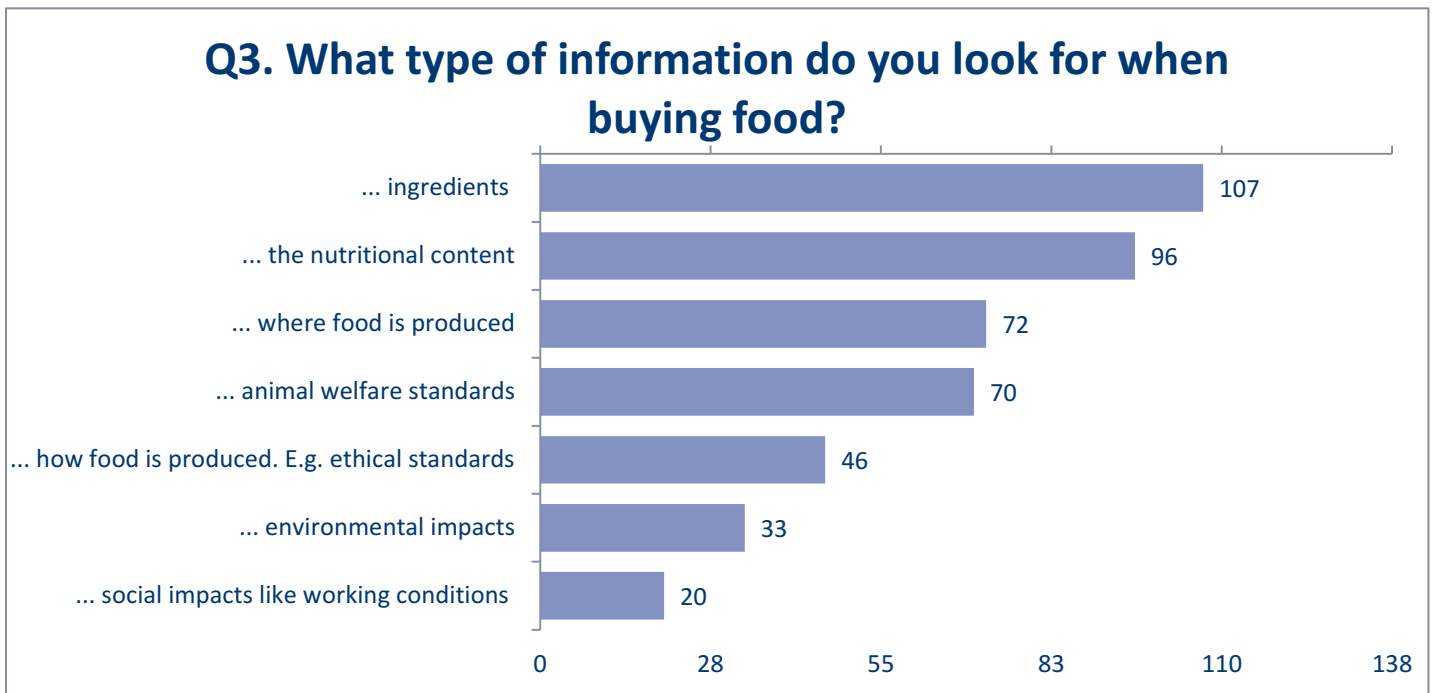


Figure 4 Q3. n=122

2.2. Beliefs about food of UK provenance

- What beliefs and associations do respondents hold about food with UK provenance?
- How do respondents understand and identify food as 'British' and what do respondents understand by 'British' in relation to food?

Question four asked respondents "What do you think of when you hear the term British food?" Respondents gave a range of answers, and you can see a frequency word chart on the following page. Factual responses describing food produced in the UK or Britain were most typical, though a few made points about use of the term 'British', noting that they identified

more with regions or the nation states. Others used terms like ‘local’ or ‘home grown’ to describe British food.

“I live in Northern Ireland and as part of the U.K. buy NI produce first then British.” Belfast

Others were sceptical about the term; a few associated it with marketing efforts (two respondents mentioned campaigns they recalled from the 1970’s which encouraged people to buy British food). Others thought the British label was sometimes used on products that were not entirely produced in Britain. Some were specific about food being grown/produced in the UK rather than grown abroad and packaged/processed in Britain.

“It is a marketing ploy to appeal to fake patriotism. It is often meaningless. For instance is British meat supposed to be superior to foreign meat?” London.

Another common theme in respondent comments was quality standards, raised in around 1 in 5 responses. Some respondents simply stated “good quality”, others elaborated, saying that they saw British food as fresh, reliable or of a high standard. Animal welfare standards were also raised by a few respondents, who felt that British produce could be relied upon to be raised to high standards. There were more mixed views on value: some said that British food was more expensive (the implication, although not stated, was in comparison to food not of British origin), whilst others felt it offered good value.

Another common theme was particular food types. Most respondents referred to raw food products like meat or vegetables though a few gave more specific examples, such as strawberries. Others were more descriptive; several respondents used the word ‘traditional’ and a few were more negative, describing British food as “a bit boring”.

“Traditional’ British fayre; meat, veg, pie, chips etc.” Harrogate.

“That something is more likely to be more expensive, although usually you will expect better quality.” Harrogate

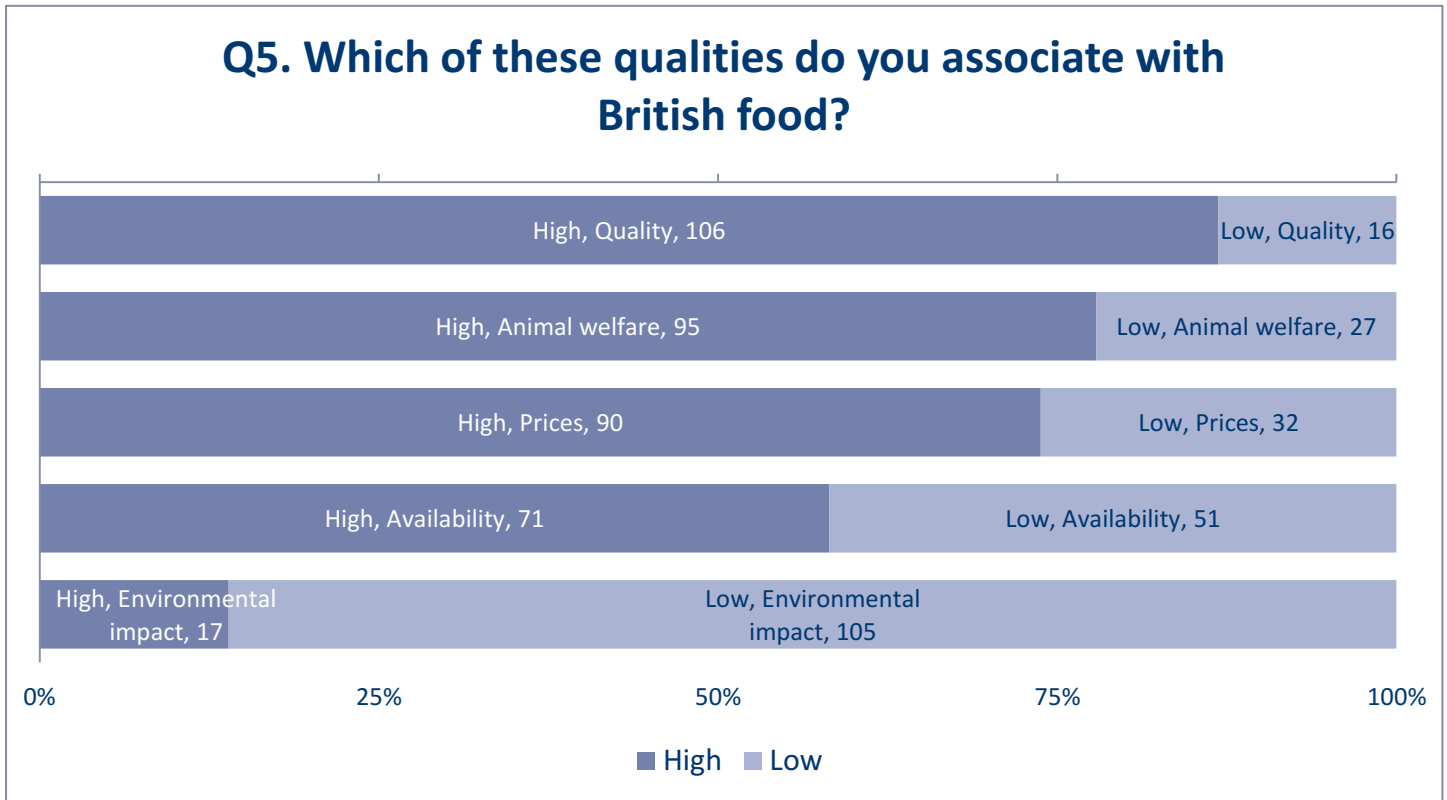


Figure 5 Q5. n= 122

2.3. British provenance as a motivating factor

Questions 6 presented respondents with a scenario and asked them “if two food products are available in a supermarket, one labelled as British and one not, which would you choose and why?”. Just under two thirds of respondents (76%) said that they would choose the British labelled product, suggesting strong support in principle for buying British. However the majority of these respondents caveated their responses saying their choice would also be influenced by other factors such as perceived value for money and quality/appearance as well as the type of product.

“It would depend on which offers the best value to my value, I would choose British if possible but I would also choose the product that looked the nicest to eat.” Harrogate

The reasons given for choosing British centred around four themes that reflect the associations with British food discussed in the previous section: a desire to support British farmers and the local economy, a perception of British produce being fresher and of higher (and reliable) quality, greater levels of trust in production standards (including animal welfare) and lower

environmental impacts due to reduced food miles. The most common reason was the desire to support British farmers, mentioned by one in four respondents. Only two respondents gave patriotism as an explicit reason for buying British.

“I would choose British as I like to support our British farmers and companies.” Plymouth

This suggests that respondents are likely to understand and identify food as ‘British’ if the purchase of it supports British farmers/local economies and if it embodies values associated with ‘Britishness’ such as reliability, high standards of animal welfare and food safety.

The primary reasons for *not* choosing British given in response to question 6 were provenance not being considered an important issue, as well as not perceiving British provenance to be a marker of quality in itself.

“Maybe I would buy the non-British product because being labelled British seems irrelevant to me. There are other factors that seem of much more importance such as quality, purity and flavour.” London

A small number of respondents noted that when it came to certain products, they would actively choose a foreign product over a British one. For example, one respondent gave the example of choosing New Zealand lamb over British lamb as higher food miles did not automatically mean that British lamb was less environmentally damaging. Similarly, some respondents noted that they would rather choose a local product (from their region) over a product labelled more generically ‘British’, if presented with the choice.

To explore the impact of higher prices on purchasing decisions, the next question asked respondents to consider the same scenario of choosing between the same British vs. non-British product but *“what if the British product was more expensive?”*. The number of respondents now saying they would choose the British product dropped from 76% (from question 7) to 48%, with just under half of the respondents saying they would still choose British products even if it was more expensive.

Respondents reporting they would still buy British again caveated their responses, noting that it would depend on *how* much more expensive the British product was as well as their judgement of the price/quality ratio. Respondents generally reported that they would be less likely to spend more on a British product if it was an essential foodstuff.

“It depends on food being an indulgence or necessity. If necessity, I would go for the cheaper option.” London

A number of respondents who said their choice would depend on the actual price difference gave defined thresholds for how much more they would consider acceptable to pay for the British product. These thresholds ranged from 10% to 25% when given as a percent, or from ‘pennies’ to £3 when stated as an amount.

Chapter 3: Conclusion

A relatively small sample size and a non-representative sample means that the conclusions this report draws cannot be seen as presenting the views of the wider public. They do, however, provide a snapshot of views held by a diverse group of people on "buying British".

While food provenance does not influence purchasing decisions to the same extent as price, health and family preferences, British food does have a number of positive associations that make it an attractive choice, with particularly positive perceptions when it comes to quality, production standards and environmental impacts. The majority of our respondents suggest that while they do want to buy British food in principle and support British farmers, higher prices make it a difficult decision to justify especially when shopping on a budget or shopping for essential foodstuffs.

Buying British food is just one factor that influences purchase decisions and is rarely the most important factor. However for respondents who consider 'British' to be a byword for high quality and high standards, British food represents greater value for money. There may be opportunity to increase the perception of value by aligning British food with factors more important in purchase decisions than provenance. Given that respondents are more likely to look for information about ingredients, nutritional content and animal welfare than information about where food is produced, communicating more clearly how buying British contributes to ingredient quality, nutrition and animal welfare may be beneficial.

Appendix A: Survey questions

Q1. What would you say is important to you when buying food? (Please select four options)

- Eating food that is healthy
- Price / value for money / special offers
- What I like / what my family likes
- Animal welfare / free range
- Availability in the shops I usually go to
- Locally grown food
- Number of additives or E numbers in food
- Whether food is in season
- Convenience / speed
- Risk of food poisoning
- Environmental considerations (e.g. from sustainable source, impact on landscape)
- Indulgence / treat
- Organic food
- Whether food is of British origin

Q2. What would you say is most important to you when buying food? (Please rank the items in order of importance, where 1 is the most important and 5 is the least) *[Respondents rank the four options selected in Q1. All respondents shown buying British option]*

Q3. What type of information do you look for when buying food? (Please select as many as apply)

- Information about the nutritional content
- Information about ingredients
- Information about animal welfare standards
- Information about environmental impacts
- Information about where food is produced
- Information about how food is produced. E.g. ethical standards
- Information about social impacts like working conditions

Q4. What do you think of when you hear the term British food?

Q5. Which of these qualities do you associate with British food? (Please select one of each pair)

- High quality vs. low quality
- High prices vs. low prices
- Easily available vs. limited availability
- Environmentally friendly vs. environmentally damaging
- High animal welfare vs. low animal welfare

Q6. If two food products are available in a supermarket, one labelled as British and one not, which would you choose and why?

Q7. And what if the British product was more expensive?

Appendix B: Demographic tables

[Cells marked ** are statistically significant, using the chi-square test of significance $p < 0.05$]

Q1. What would you say is important to you when buying food? (select 4 options)

GENDER	Female (%)	Male (%)	Total (%)
Eating food that is healthy	46%	56%	50%
Price / value for money / special offers	60%	54%	57%
**What I like / what my family likes	60%	37%	50%
Animal welfare / free range	32%	32%	32%
Availability in the shops I usually go to	37%	32%	34%
Locally grown food	25%	41%	32%
Number of additives or E numbers in food	18%	22%	20%
Whether food is in season	22%	24%	23%
Convenience / speed	12%	17%	14%
Risk of food poisoning	13%	9%	12%
Environmental considerations	13%	13%	13%
Indulgence / treat	10%	9%	10%
Organic food	9%	9%	9%
Whether food is of British origin	21%	26%	23%

AGE	18-25 (%)	26-40 (%)	41-55 (%)	56-65 (%)	66+ (%)	Total (%)
Eating food that is healthy	55%	43%	42%	75%	63%	50%
**Price / value for money / special offers	91%	66%	52%	58%	26%	57%
What I like / what my family likes	73%	57%	49%	42%	26%	50%
Animal welfare / free range	9%	34%	33%	33%	37%	32%
Availability in the shops I usually go to	36%	40%	36%	25%	21%	34%

Locally grown food	9%	26%	39%	42%	42%	32%
Number of additives or E numbers in food	0%	15%	24%	33%	26%	20%
Whether food is in season	18%	21%	27%	25%	21%	23%
Convenience / speed	36%	15%	9%	17%	5%	14%
Risk of food poisoning	27%	6%	12%	8%	16%	12%
Environmental considerations	9%	9%	18%	8%	21%	13%
Indulgence / treat	18%	13%	9%	0%	5%	10%
Organic food	9%	11%	6%	0%	16%	9%
**Whether food is of British origin	0%	19%	30%	8%	42%	23%

ETHNICITY	White (%)	BME (%)	Total (%)
Eating food that is healthy	49%	62%	50%
Price / value for money / special offers	57%	62%	57%
What I like / what my family likes	51%	46%	50%
Animal welfare / free range	35%	8%	32%
Availability in the shops I usually go to	36%	23%	34%
Locally grown food	30%	46%	32%
Number of additives or E numbers in food	19%	23%	20%
Whether food is in season	23%	23%	23%
Convenience / speed	15%	8%	14%
Risk of food poisoning	12%	8%	12%
Environmental considerations	12%	23%	13%
Indulgence / treat	10%	8%	10%
Organic food	8%	15%	9%
Whether food is of British origin	24%	15%	23%

EDUCATION	BTEC Higher / Level 4+, HND, Degree, Masters, PhD	AS/A Levels, BTEC National / Level 3 or	GCSEs Grade A*-C, BTEC Level 2	GCSEs Grade D-G, BTEC Level 1	None	Other qualifications including apprenticeships	Total (%)

	or similar/higher	similar					
Eating food that is healthy	47%	57%	33%	100%	50%	64%	50%
Price / value for money / special offers	57%	71%	56%	50%	0%	43%	57%
What I like / what my family likes	53%	57%	33%	0%	100%	43%	50%
Animal welfare / free range	31%	50%	11%	0%	0%	36%	32%
Availability in the shops I usually go to	36%	29%	39%	100%	50%	21%	34%
Locally grown food	41%	21%	22%	50%	50%	21%	32%
Number of additives or E numbers in food	19%	21%	33%	0%	0%	7%	20%
Whether food is in season	28%	18%	17%	50%	0%	21%	23%
Convenience / speed	9%	25%	17%	0%	50%	7%	14%
Risk of food poisoning	16%	4%	11%	0%	0%	14%	12%
Environmental considerations	10%	14%	22%	0%	0%	14%	13%
Indulgence / treat	9%	11%	11%	0%	0%	14%	10%
Organic food	12%	0%	11%	0%	50%	7%	9%
Whether food is of British origin	19%	11%	33%	50%	50%	43%	23%

Q2. What would you say is *most* important to you when buying food?

Highest Ranking

GENDER	Female (%)	Male (%)	Total (%)
Eating food that is healthy	58%	42%	23%
Price / value for money / special offers	59%	41%	19%
What I like / what my family likes	60%	40%	22%
Animal welfare / free range	50%	50%	5%
Availability in the shops I usually go to	38%	63%	7%
Locally grown food	60%	40%	9%
Number of additives or E numbers in food	67%	33%	3%
Whether food is in season	0%	100%	2%

Convenience / speed	100%	0%	1%
Risk of food poisoning	100%	0%	1%
Environmental considerations	50%	50%	7%
Indulgence / treat	100%	0%	1%
Organic food	0%	0%	0%
Whether food is of British origin	44%	56%	

Lowest Ranking

GENDER	Female (%)	Male (%)	Total (%)
Eating food that is healthy	50%	50%	9%
Price / value for money / special offers	67%	33%	6%
What I like / what my family likes	50%	50%	9%
Animal welfare / free range	67%	33%	13%
Availability in the shops I usually go to	33%	67%	13%
Locally grown food	0%	0%	0%
Number of additives or E numbers in food	33%	67%	19%
Whether food is in season	0%	100%	4%
Convenience / speed	50%	50%	4%
Risk of food poisoning	67%	33%	6%
Environmental considerations	100%	0%	2%
Indulgence / treat	67%	33%	6%
Organic food	50%	50%	9%
Whether food is of British origin	61%	39%	

Highest Ranking

AGE	18-25 (%)	26-40 (%)	41-55 (%)	56-65 (%)	66+ (%)	Total (%)
Eating food that is healthy	12%	62%	19%	4%	4%	23%
Price / value for money / special offers	23%	36%	32%	5%	5%	19%
What I like / what my family likes	4%	36%	16%	20%	24%	22%
Animal welfare / free range	0%	50%	33%	17%	0%	5%

Availability in the shops I usually go to	0%	25%	38%	13%	25%	7%
Locally grown food	10%	20%	40%	0%	30%	9%
Number of additives or E numbers in food	0%	33%	33%	33%	0%	3%
Whether food is in season	0%	0%	0%	50%	50%	2%
Convenience / speed	0%	0%	100%	0%	0%	1%
Risk of food poisoning	0%	100%	0%	0%	0%	1%
Environmental considerations	13%	25%	38%	13%	13%	7%
Indulgence / treat	0%	100%	0%	0%	0%	1%
Organic food	0%	0%	0%	0%	0%	0%
Whether food is of British origin	0%	33%	33%	0%	33%	

Lowest Ranking

AGE	18-25 (%)	26-40 (%)	41-55 (%)	56-65 (%)	66+ (%)	Total (%)
Eating food that is healthy	50%	25%	25%	0%	0%	9%
Price / value for money / special offers	0%	100%	0%	0%	0%	6%
What I like / what my family likes	0%	25%	25%	25%	25%	9%
Animal welfare / free range	0%	0%	67%	17%	17%	13%
Availability in the shops I usually go to	0%	33%	33%	17%	0%	13%
Locally grown food	0%	0%	0%	0%	0%	0%
Number of additives or E numbers in food	11%	33%	33%	0%	22%	19%
Whether food is in season	0%	50%	50%	0%	0%	4%
Convenience / speed	0%	0%	50%	0%	50%	4%
Risk of food poisoning	0%	33%	33%	0%	33%	6%
Environmental considerations	0%	0%	0%	0%	100%	2%
Indulgence / treat	0%	33%	33%	0%	33%	6%
Organic food	0%	25%	50%	0%	25%	9%
Whether food is of British origin	13%	44%	21%	11%	11%	

Highest Ranking

ETHNICITY	White (%)	BME (%)	Total (%)
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Eating food that is healthy	88%	12%	23%
Price / value for money / special offers	95%	5%	19%
What I like / what my family likes	88%	12%	22%
Animal welfare / free range	83%	17%	5%
Availability in the shops I usually go to	88%	13%	7%
Locally grown food	100%	0%	9%
Number of additives or E numbers in food	67%	33%	3%
Whether food is in season	100%	0%	2%
Convenience / speed	100%	0%	1%
Risk of food poisoning	100%	0%	1%
Environmental considerations	88%	13%	7%
Indulgence / treat	100%	0%	1%
Organic food	0%	0%	0%
Whether food is of British origin	78%	22%	

Lowest Ranking

ETHNICITY	White (%)	BME (%)	Total (%)
Eating food that is healthy	75%	25%	9%
Price / value for money / special offers	67%	33%	6%
What I like / what my family likes	100%	0%	9%
Animal welfare / free range	100%	0%	13%
Availability in the shops I usually go to	100%	0%	13%
Locally grown food	0%	0%	0%
Number of additives or E numbers in food	78%	22%	19%
Whether food is in season	50%	50%	4%
Convenience / speed	100%	0%	4%
Risk of food poisoning	33%	67%	6%
Environmental considerations	100%	0%	2%
Indulgence / treat	100%	0%	6%
Organic food	100%	0%	9%

Whether food is of British origin	92%	8%	
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Highest Ranking

EDUCATION	BTEC Higher / Level 4+, HND, Degree, Masters, PhD or similar/higher	AS/A Levels, BTEC National / Level 3 or similar	GCSEs Grade A*-C, BTEC Level 2	GCSEs Grade D-G, BTEC Level 1	None	Other qualifications including apprenticeships	Total (%)
Eating food that is healthy	46%	31%	15%	4%	0%	4%	23%
Price / value for money / special offers	41%	32%	9%	0%	5%	14%	19%
What I like / what my family likes	48%	16%	12%	4%	0%	20%	22%
Animal welfare / free range	50%	17%	33%	0%	0%	0%	5%
Availability in the shops I usually go to	63%	25%	0%	0%	0%	13%	7%
Locally grown food	50%	30%	10%	0%	0%	10%	9%
Number of additives or E numbers in food	33%	33%	33%	0%	0%	0%	3%
Whether food is in season	50%	50%	0%	0%	0%	0%	2%
Convenience / speed	0%	100%	0%	0%	0%	0%	1%
Risk of food poisoning	0%	0%	100%	0%	0%	0%	1%
Environmental considerations	63%	13%	13%	0%	0%	13%	7%
Indulgence / treat	100%	0%	0%	0%	0%	0%	1%
Organic food	0%	0%	0%	0%	0%	0%	0%
Whether food is of British origin	33%	11%	33%	0%	11%	11%	

Lowest Ranking

EDUCATION	BTEC Higher / Level 4+, HND, Degree, Masters, PhD	AS/A Levels, BTEC National / Level 3 or	GCSEs Grade A*-C, BTEC Level 2	GCSEs Grade D-G, BTEC Level 1	None	Other qualifications including apprenticeships	Total (%)
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	or similar/higher	similar					
Eating food that is healthy	50%	25%	25%	0%	0%	0%	9%
Price / value for money / special offers	67%	0%	33%	0%	0%	0%	6%
What I like / what my family likes	25%	25%	0%	0%	25%	25%	9%
Animal welfare / free range	17%	17%	0%	33%	17%	17%	13%
Availability in the shops I usually go to	67%	17%	17%	0%	0%	0%	13%
Locally grown food	0%	0%	0%	0%	0%	0%	0%
Number of additives or E numbers in food	33%	22%	22%	0%	0%	22%	19%
Whether food is in season	50%	50%	0%	0%	0%	0%	4%
Convenience / speed	50%	50%	0%	0%	0%	0%	4%
Risk of food poisoning	67%	33%	0%	0%	0%	0%	6%
Environmental considerations	100%	0%	0%	0%	0%	0%	2%
Indulgence / treat	33%	33%	0%	0%	0%	33%	6%
Organic food	50%	25%	0%	0%	0%	25%	9%
Whether food is of British origin	51%	30%	14%	0%	0%	6%	

Q3. What type of information do you look for when buying food? (as many as apply)

GENDER	Female (%)	Male (%)	Total (%)
Information about the nutritional content	82%	74%	79%
Information about ingredients	87%	89%	88%
Information about animal welfare standards	60%	54%	57%
Information about environmental impacts	22%	33%	27%
Information about where food is produced	60%	57%	59%
Information about how food is produced. E.g. ethical standards	32%	44%	38%
**Information about social impacts like working conditions	10%	24%	16%

AGE	18-25 (%)	26-40 (%)	41-55 (%)	56-65 (%)	66+ (%)	Total (%)
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Information about the nutritional content	82%	75%	85%	75%	79%	79%
Information about ingredients	82%	90%	85%	100%	84%	88%
Information about animal welfare standards	36%	60%	52%	67%	68%	57%
Information about environmental impacts	18%	28%	21%	33%	37%	27%
Information about where food is produced	46%	60%	64%	67%	53%	59%
**Information about how food is produced. E.g. ethical standards	0%	30%	42%	50%	63%	38%
Information about social impacts like working conditions	18%	13%	12%	33%	21%	16%

ETHNICITY	White (%)	BME (%)	Total (%)
Information about the nutritional content	77%	92%	79%
Information about ingredients	87%	92%	88%
**Information about animal welfare standards	60%	31%	57%
Information about environmental impacts	27%	31%	27%
Information about where food is produced	60%	54%	59%
Information about how food is produced. E.g. ethical standards	39%	23%	38%
Information about social impacts like working conditions	17%	8%	16%

ETHNICITY	BTEC Higher / Level 4+, HND, Degree, Masters, PhD or similar/higher	AS/A Levels, BTEC National / Level 3 or similar	GCSEs Grade A*-C, BTEC Level 2	GCSEs Grade D-G, BTEC Level 1	None	Other qualifications including apprenticeships	Total (%)
Information about the nutritional content	79%	75%	78%	100%	100%	79%	79%
Information about ingredients	88%	96%	72%	100%	50%	93%	88%
Information about animal welfare	53%	64%	50%	100%	100%	57%	57%

standards							
Information about environmental impacts	22%	29%	39%	50%	0%	29%	27%
Information about where food is produced	64%	50%	56%	50%	100%	57%	59%
Information about how food is produced. E.g. ethical standards	31%	43%	44%	50%	100%	36%	38%
Information about social impacts like working conditions	14%	18%	17%	50%	0%	21%	16%

Q5. Which of these qualities do you associate with British food?

	High			Low		
	Female	Male	Total	Female	Male	Total
Environmental impact	18%	9%	14%	82%	91%	86%
Availability	50%	69%	58%	50%	32%	42%
Prices	79%	67%	74%	21%	33%	26%
Animal welfare	75%	82%	78%	25%	19%	22%
Quality	87%	87%	87%	13%	13%	13%

	High						Low					
	18-25	26-40	41-55	56-65	66+	Total	18-25	26-40	41-55	56-65	66+	Total
Environmental impact	18%	6%	21%	25%	11%	14%	82%	94%	79%	75%	90%	86%
Availability	55%	55%	52%	67%	74%	58%	46%	45%	49%	33%	26%	42%
Prices	64%	77%	79%	92%	53%	74%	36%	23%	21%	8%	47%	26%
Animal welfare	73%	70%	79%	92%	90%	78%	27%	30%	21%	8%	11%	22%
Quality	100%	83%	85%	83%	95%	87%	0%	17%	15%	17%	5%	13%

ETHNICITY	High			Low		
	White	BME	Total	White	BME	Total
Environmental impact	15%	8%	14%	85%	92%	86%
Availability	57%	69%	58%	43%	31%	42%
Prices	74%	69%	74%	26%	31%	26%
Animal welfare	77%	85%	78%	23%	15%	22%
Quality	86%	92%	87%	14%	8%	13%

EDUCATION	High						
	BTEC Higher / Level 4+, HND, Degree, Masters, PhD or similar/higher	AS/A Levels, BTEC National / Level 3 or similar	GCSEs Grade A*-C, BTEC Level 2	GCSEs Grade D-G, BTEC Level 1	None	Other qualifications	Total
Environmental impact	12%	18%	17%	50%	0%	7%	14%
Availability	60%	50%	44%	50%	100%	79%	58%
Prices	81%	79%	61%	100%	50%	50%	74%
Animal welfare	76%	71%	78%	50%	100%	100%	78%
Quality	86%	86%	89%	50%	100%	93%	87%

	Low						
EDUCATION	BTEC Higher / Level 4+, HND, Degree, Masters, PhD or similar/higher	AS/A Levels, BTEC National / Level 3 or similar	GCSEs Grade A*-C, BTEC Level 2	GCSEs Grade D-G, BTEC Level 1	None	Other qualifications	Total
Environmental impact	88%	82%	83%	50%	100%	93%	86%
Availability	40%	50%	56%	50%	0%	21%	42%
Prices	19%	21%	39%	0%	50%	50%	26%
Animal welfare	24%	29%	22%	50%	0%	0%	22%
Quality	14%	14%	11%	50%	0%	7%	13%