

Default Question Block

Are you the main food shopper for your household?

- ☐ Yes
- ☐ No

What is your age?

- ☐ Under 18 years old
- ☐ 18-24
- ☐ 25-44
- ☐ 45-64
- ☐ 65-74
- ☐ 75+

Block 1

What animal products does your household eat? Please tick **all** that apply.

- ☐ Beef

- ☐ Lamb
- ☐ Pig meat
- ☐ Chicken
- ☐ Dairy products
- ☐ Eggs
- ☐ Other animal products
- ☐ No animal products

How much does your household spend on food each week?

- ☐ Less than £50
- ☐ £50-£99
- ☐ £100-£149
- ☐ £150-£199
- ☐ £200-£249
- ☐ £250-£299
- ☐ £300 or more

How much does your household spend on meat* products during a normal week?

*Meat refers to products where the sole or main ingredient is meat (e.g. fresh or frozen beef, chicken, lamb,

ham, bacon, sausages, mince).

- ☐ £0
- ☐ £0.01-£4.99
- ☐ £5-£9.99
- ☐ £10-£14.99
- ☐ £15-19.99
- ☐ £20-29.99
- ☐ £30-39.99
- ☐ £40-£50
- ☐ more than £50 per week

How much does your household spend on dairy* products during a normal week?

*Dairy products refers to products containing or made from milk including milk, cream, butter, yoghurt, ice cream and cheese.

- ☐ £0
- ☐ £0.01-£4.99
- ☐ £5-£9.99
- ☐ £10-£14.99
- ☐ £15-£19.99
- ☐ £20-£29.99
- ☐ £30-£39.99
- ☐ £40-£50

☐ more than £50 per week

How much does your household spend on eggs during a normal week?

- ☐ £0
- ☐ £0.01–£4.99
- ☐ £5–£9.99
- ☐ £10–£14.99
- ☐ £15–£19.99
- ☐ £20–30
- ☐ more than £30 per week

Do you purchase, or avoid purchasing, any particular products because of concerns about the welfare of the animals involved?

- ☐ Yes (please briefly specify which products and why)
- ☐ No

Do you purchase, or avoid purchasing, any particular products because of concerns about the welfare of the animals involved?

- ☐ Yes (please briefly specify which products and why)
- ☐ No

Please indicate below to what extent you agree or disagree with the following statements

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I feel well informed about how farm animals are treated in the process of producing our food and other products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am concerned about the way farm animals in the UK are treated.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I think that food products from animals with high levels of welfare taste better.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think that food products from animals with high levels of welfare are healthier.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think that food products from animals with high levels of welfare are better for the environment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Block 2

Animal welfare measurement and welfare score

Animal welfare scientists and veterinarians have developed

a method for measuring the welfare of farm animals that takes account of the extent to which the needs and wants of the animal are met and results in an overall welfare score from 0 to 100.

The score accurately represents the welfare of the animal in terms of its freedom from hunger, thirst, discomfort, pain, injury, disease, fear and distress, and the extent to which the animal can express normal behaviours and has a happy and contented life.

A score of zero shows extreme suffering whereas a score of 100 shows the highest level of welfare that could possibly be achieved. The method covers the entire life of the animal from birth to slaughter and involves regular independent monitoring of farms.

Currently, in the UK:

- dairy cattle have an average welfare score of 50/100
- beef cattle 55/100
- sheep 60/100
- pigs 45/100
- meat chickens and laying hens 45/100

Welfare score of your livestock products

Assume that in your usual food store there is a section that

sells meat, milk, dairy products and eggs with high welfare scores. These have higher prices than similar products with lower welfare scores, so that if you buy any of them your weekly food bill will increase accordingly.

Only the welfare levels of the animals stated will be affected by your choices. The welfare levels of other animals will remain unaffected.

Please remember that you have a limited budget and that more money spent on higher welfare food products means less money for you to spend on other things.

Block 3

How much per week, as an increase to your usual household food bill, would you be willing to pay for your household's meat, dairy products and eggs to come from dairy cattle, beef cattle, pigs, sheep/lambs, meat chickens and laying hens with a **10** point welfare score increase above their current average levels?

- ☐ 0
- ☐ £0.01–£2.99

- ☐ £3-£5.99
- ☐ £6-£8.99
- ☐ £9-£11.99
- ☐ £12-£14.99
- ☐ £15-£20
- ☐ More than £20

How much per week, as an increase to your usual household food bill, would you be willing to pay for your household's meat, dairy products and eggs to come from dairy cattle, beef cattle, pigs, sheep/lambs, meat chickens and laying hens with a **20** point welfare score increase above their current levels?

- ☐ 0
- ☐ £0.01-£2.99
- ☐ £3-£5.99
- ☐ £6-£8.99
- ☐ £9-£11.99
- ☐ £12-£14.99
- ☐ £15-£20
- ☐ More than £20

Block 4

Imagine that the government and industry agree to farm regulation to ensure that welfare levels increase by a minimum of **10** points for **all** the dairy and beef cattle, pigs, sheep and lambs, meat chickens and laying hens in the UK. How much per week as an increase to your usual weekly household food bill would you be willing to pay as a result of this? Note that you and other consumers would no longer have the option of buying cheaper lower welfare food products.

- ☐ 0
- ☐ £0.01-£2.99
- ☐ £3-£5.99
- ☐ £6-£8.99
- ☐ £9-£11.99
- ☐ £12-£14.99
- ☐ £15-£20
- ☐ More than £20

What if government and industry agree to farm regulation to ensure that welfare levels increase by a minimum of **20** points for **all** the dairy and beef cattle, pigs, sheep and lambs, meat chickens and laying hens in the UK. How much per week as an increase to your usual weekly household food bill would you be willing to pay as a result of this

regulation? Note that you and other consumers would no longer have the option of buying cheaper lower welfare food products.

- ☐ 0
- ☐ £0.01-£2.99
- ☐ £3-£5.99
- ☐ £6-£8.99
- ☐ £9-£11.99
- ☐ £12-£14.99
- ☐ £15-£20
- ☐ More than £20

Block 5

Please briefly explain the reasoning behind your choices to the willingness to pay questions above.

When making your choices, which features from the list below did you consider? Please tick the boxes of **all** the features you considered.

- ☐ The increase in my weekly household food bill
- ☐ Chicken meat and meat chicken welfare
- ☐ Beef and cattle welfare
- ☐ Milk and dairy products and dairy cow welfare
- ☐ Pork and pig welfare
- ☐ Eggs and hen welfare
- ☐ Lamb and mutton and sheep and lamb welfare
- ☐ The distinction between regulation affecting all animals or welfare scores of just the food I purchase
- ☐ By how much the welfare scores of animals would increase
- ☐ Other: please specify:

Please indicate to what extent you agree or disagree with the following statements.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I have confidence in the responses I gave to the willingness to pay questions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I understood the information presented to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust the animal welfare scoring method described	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust that farms will be properly monitored	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We have a moral obligation to safeguard the welfare of animals.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to see this welfare scoring system on labels in food stores.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like the idea of regulation to improve the welfare levels of all farm animals.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have not paid much attention to the questions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Block 6

Finally, please answer some questions about yourself and your household which will help our analyses.

a. How many people over the age of 16 live in your household including yourself?

b. And how many aged under 16 live in your household?

What is your sex? (A question about gender identity will follow)

- ☐ Female
- ☐ Male

Is the gender you identify with the same as your sex registered at birth?

- ☐ Yes
- ☐ No
- ☐ Prefer not to say

Which is the highest level of formal education you achieved?

- ☐ No formal qualifications
- ☐ GCSE or equivalent
- ☐ Apprenticeship
- ☐ A level or equivalent
- ☐ HNC, HND, Bachelor's degree, post-graduate degree
- ☐ Other qualification

What is your ethnic background?

- ☐ Asian or Asian British (Indian, Pakistani, Bangladeshi, any other Asian background)
- ☐ Black or Black British (Caribbean, African, any other black background)
- ☐ White
- ☐ Mixed or Multiple ethnic groups
- ☐ I do not wish an ethnic background category to be recorded
- ☐ Other ethnic group. Please specify:

In what part of the UK do you live?

- ☐ London and South East England
- ☐ South West England
- ☐ East and West Midlands of England
- ☐ East England
- ☐ North England
- ☐ Wales
- ☐ Scotland
- ☐ Northern Ireland

What is your total household income (before taxes)?

- ☐ £0 - £9,999
- ☐ £10,000 - £24,999
- ☐ £25,000 - £49,999
- ☐ £50,000 - £74,999
- ☐ £75,000 - £99,999
- ☐ £100,000+

What is your employment status? (Please tick all that apply).

- ☐ Employee
- ☐ Self employed
- ☐ Not working
- ☐ Retired



Student

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