

## Block 1

Your responses to the questions in this survey will be used by policy makers to help improve the welfare of farm animals in the UK. Please answer the questions carefully. Thank you.

How much food shopping do you do for your household (including yourself) ?

- ☐ All of the household's food shopping
- ☐ Most of the food shopping
- ☐ Quite a lot of the food shopping
- ☐ Very little of the food shopping
- ☐ None

Are you 18 or over years of age ?

- ☐ Under 18 years of age
- ☐ 18 or over years of age

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 (not including food eaten outside the home in restaurants)?

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

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

\*Products where the sole or main ingredient is chicken meat (e.g. fresh or frozen, whole or parts).

- ☐ £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 beef\* during a normal week?

\*Products where the sole or main ingredient is beef (e.g. fresh or frozen, whole or parts, minced beef, etc).

- ☐ £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 lamb\* during a normal week?

\*Products where the sole or main ingredient is lamb (e.g. fresh or frozen, whole or parts, minced etc).

- ☐ £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 pig meat\* during a normal week?

\*Products where the sole or main ingredient is pig meat (e.g. pork fresh or frozen, whole or parts, pork

sausages, ham, bacon etc).

- ☐ £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 concerns about the welfare of animals influence your buying decisions? Please tick those that apply.

- ☐ Yes, I purchase some products for animal welfare reasons (please give an example or two in the box below)

- ☐ Yes, I avoid purchasing some products for animal welfare reasons (please give an example or two in the box below)

- ☐ 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 denotes extreme suffering whereas a score of 100 denotes 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:

- laying hens have an average welfare score of 40/100
- meat chickens 40/100
- pigs 40/100
- beef cattle 50/100
- dairy cattle 50/100
- sheep and lambs 55/100

Assume that the government and industry agree to farm regulation to improve the welfare of farm animals in the UK

to a certain welfare score. **All** animals in the UK would have to be kept at this welfare score (or higher). This higher welfare would incur additional production costs because animals would, for example, be better fed, have better housing and more space, better health and care, and more opportunities for normal social and other behaviours. These higher costs would result in more expensive meat, dairy and eggs and food with these ingredients, so that everyone will have to pay more for these food products, including you. Your payment will be contributing to the higher welfare of farm animals throughout the UK.

Please choose out of the three options below your single most preferred option. Welfare scores in red show which scores have changed in relation to the current situation.

You may find that you do not particularly like any of the given options. Nevertheless, the task is to indicate your preferred option out of the three provided. If you find Choice 2 or 3 too expensive, please choose Choice 1 which represents no change to current animal welfare levels or to your food expenditure.

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.

In the choices that follow, you may encounter options where you would pay more without improvements in welfare. Since we need to ensure that our estimates are consistent and accurate, those respondents choosing these options will be excluded when calculating willingness to pay.

In the last year in the UK, 2.8 million cattle & calves, 11.5 million pigs, 14.5 million sheep and lambs and 1.1 billion chickens were used for meat production whilst 1.8 million dairy cattle were used to produce milk and 39 million laying hens used to produce eggs.

### Block 3

Please choose one from the three choices shown below. Numbers represent welfare scores of the animals and products shown and the impact on your weekly food bill. Welfare scores shown in red are the only ones that change in relation to current welfare scores in each choice.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs	Dairy (milk, butter, cheese etc.)	Pig meat (ham, bacon, pork)	Lamb	Chicken meat	Beef
	40	50	40	55	40	50

☐ Choice 2

<b>£1</b> increase in weekly food bill (£52.00 per year)						
	Eggs 40	Dairy (milk, butter, cheese etc.) 60	Pig meat (ham, bacon, pork) 40	Lamb 60	Chicken meat 40	Beef 60

☐ Choice 3

<b>£2</b> increase in weekly food bill (£104.00 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 50	Pig meat (ham, bacon, pork) 50	Lamb 55	Chicken meat 40	Beef 60

Please choose one from the three choices shown below.

☐ Choice 1

<b>No</b> change in weekly food bill or welfare scores						
	Eggs 40	Dairy (milk, butter, cheese etc.) 50	Pig meat (ham, bacon, pork) 40	Lamb 55	Chicken meat 40	Beef 50

☐ Choice 2

<b>£2</b> increase in weekly food bill (£104.00 per year)						
	Eggs 40	Dairy (milk, butter, cheese etc.) 60	Pig meat (ham, bacon, pork) 50	Lamb 55	Chicken meat 50	Beef 50

☐ Choice 3



<b>£10</b> increase in weekly food bill (£520.00 per year)						
	Eggs 40	Dairy (milk, butter, cheese etc.) 60	Pig meat (ham, bacon, pork) 60	Lamb 60	Chicken meat 40	Beef 50

Please choose one from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 40	Dairy (milk, butter, cheese etc.) 50	Pig meat (ham, bacon, pork) 40	Lamb 55	Chicken meat 40	Beef 50

☐ Choice 2

£3 increase in weekly food bill (£156.00 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 50	Pig meat (ham, bacon, pork) 40	Lamb 55	Chicken meat 50	Beef 70

☐ Choice 3

£1 increase in weekly food bill (£52.00 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 50	Pig meat (ham, bacon, pork) 50	Lamb 55	Chicken meat 60	Beef 50

Please choose one from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 40	Dairy (milk, butter, cheese etc.) 50	Pig meat (ham, bacon, pork) 40	Lamb 55	Chicken meat 40	Beef 50

☐ Choice 2

£4 increase in weekly food bill (£208.00 per year)						
	Eggs 40	Dairy (milk, butter, cheese etc.) 70	Pig meat (ham, bacon, pork) 40	Lamb 55	Chicken meat 60	Beef 70

☐ Choice 3

£6 increase in weekly food bill (£312.00 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 50	Pig meat (ham, bacon, pork) 40	Lamb 60	Chicken meat 50	Beef 50

Please choose one from the three choices shown below.

☐ Choice 1

<b>No change in weekly food bill or welfare scores</b>						
	Eggs 40	Dairy (milk, butter, cheese etc.) 50	Pig meat (ham, bacon, pork) 40	Lamb 55	Chicken meat 40	Beef 50

☐ Choice 2

<b>£16 increase in weekly food bill (£832.00 per year)</b>						
	Eggs 90	Dairy (milk, butter, cheese etc.) 50	Pig meat (ham, bacon, pork) 90	Lamb 55	Chicken meat 90	Beef 50

☐ Choice 3

<b>£4 increase in weekly food bill (£208.00 per year)</b>						
	Eggs 60	Dairy (milk, butter, cheese etc.) 50	Pig meat (ham, bacon, pork) 60	Lamb 55	Chicken meat 60	Beef 50

Please choose one from the three choices shown below.

☐ Choice 1

<b>No change in weekly food bill or welfare scores</b>						
	Eggs 40	Dairy (milk, butter, cheese etc.) 50	Pig meat (ham, bacon, pork) 40	Lamb 55	Chicken meat 40	Beef 50

☐ Choice 2

<b>£2 increase in weekly food bill (£104.00 per year)</b>						
	Eggs 40	Dairy (milk, butter, cheese etc.) 80	Pig meat (ham, bacon, pork) 40	Lamb 80	Chicken meat 40	Beef 80









☐ Choice 3

<b>£4 increase in weekly food bill (£208.00 per year)</b>	 Eggs 40	 Dairy (milk, butter, cheese etc.) 80	 Pig meat (ham, bacon, pork) 40	 Lamb 80	 Chicken meat 40	 Beef 80
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Please choose one from the three choices shown below.

☐ Choice 1

<b>No change in weekly food bill or welfare scores</b>	 Eggs 40	 Dairy (milk, butter, cheese etc.) 50	 Pig meat (ham, bacon, pork) 40	 Lamb 55	 Chicken meat 40	 Beef 50
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☐ Choice 2

<b>£2 increase in weekly food bill (£104.00 per year)</b>	 Eggs 40	 Dairy (milk, butter, cheese etc.) 70	 Pig meat (ham, bacon, pork) 50	 Lamb 55	 Chicken meat 50	 Beef 50
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☐ Choice 3

<b>£1 increase in weekly food bill (£52.00 per year)</b>	 Eggs 60	 Dairy (milk, butter, cheese etc.) 50	 Pig meat (ham, bacon, pork) 50	 Lamb 55	 Chicken meat 50	 Beef 50
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Please choose one from the three choices shown below.







☐ Choice 1

<b>No change in weekly food bill or welfare scores</b>	 Eggs 40	 Dairy (milk, butter, cheese etc.) 50	 Pig meat (ham, bacon, pork) 40	 Lamb 55	 Chicken meat 40	 Beef 50
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☐ Choice 2

<b>£6 increase in weekly food bill (£312.00 per year)</b>	 Eggs <b>40</b>	 Dairy (milk, butter, cheese etc.) <b>70</b>	 Pig meat (ham, bacon, pork) <b>70</b>	 Lamb <b>55</b>	 Chicken meat <b>50</b>	 Beef <b>50</b>
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☐ Choice 3

<b>£4 increase in weekly food bill (£208.00 per year)</b>	 Eggs <b>60</b>	 Dairy (milk, butter, cheese etc.) <b>60</b>	 Pig meat (ham, bacon, pork) <b>40</b>	 Lamb <b>55</b>	 Chicken meat <b>60</b>	 Beef <b>50</b>
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Please choose one from the three choices shown below.

☐ Choice 1

<b>No change in weekly food bill or welfare scores</b>	 Eggs <b>40</b>	 Dairy (milk, butter, cheese etc.) <b>50</b>	 Pig meat (ham, bacon, pork) <b>40</b>	 Lamb <b>55</b>	 Chicken meat <b>40</b>	 Beef <b>50</b>
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☐ Choice 2

<b>£10 increase in weekly food bill (£520.00 per year)</b>	 Eggs <b>50</b>	 Dairy (milk, butter, cheese etc.) <b>50</b>	 Pig meat (ham, bacon, pork) <b>40</b>	 Lamb <b>60</b>	 Chicken meat <b>40</b>	 Beef <b>60</b>
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☐ Choice 3

<b>£6 increase in weekly food bill (£312.00 per year)</b>	 Eggs <b>60</b>	 Dairy (milk, butter, cheese etc.) <b>50</b>	 Pig meat (ham, bacon, pork) <b>60</b>	 Lamb <b>55</b>	 Chicken meat <b>60</b>	 Beef <b>50</b>
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Please choose one from the three choices shown below.



☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 40	Dairy (milk, butter, cheese etc.) 50	Pig meat (ham, bacon, pork) 40	Lamb 55	Chicken meat 40	Beef 50

☐ Choice 2

£3 increase in weekly food bill (£156.00 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 50	Pig meat (ham, bacon, pork) 40	Lamb 60	Chicken meat 40	Beef 60

☐ Choice 3

£6 increase in weekly food bill (£312.00 per year)						
	Eggs 60	Dairy (milk, butter, cheese etc.) 50	Pig meat (ham, bacon, pork) 40	Lamb 60	Chicken meat 60	Beef 50

Please choose one from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 40	Dairy (milk, butter, cheese etc.) 50	Pig meat (ham, bacon, pork) 40	Lamb 55	Chicken meat 40	Beef 50

☐ Choice 2

£12 increase in weekly food bill (£624.00 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 70	Pig meat (ham, bacon, pork) 50	Lamb 55	Chicken meat 40	Beef 50

☐ Choice 3

£1 increase in weekly food bill (£52.00 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 50	Pig meat (ham, bacon, pork) 50	Lamb 55	Chicken meat 50	Beef 50

Please choose one from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 40	Dairy (milk, butter, cheese etc.) 50	Pig meat (ham, bacon, pork) 40	Lamb 55	Chicken meat 40	Beef 50

☐ Choice 2

£4 increase in weekly food bill (£208.00 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 50	Pig meat (ham, bacon, pork) 40	Lamb 70	Chicken meat 40	Beef 60

☐ Choice 3

£3 increase in weekly food bill (£156.00 per year)						
	Eggs 60	Dairy (milk, butter, cheese etc.) 50	Pig meat (ham, bacon, pork) 60	Lamb 55	Chicken meat 60	Beef 50

## Block 5

Please briefly explain the reasoning behind your choices to the willingness to pay choice 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
- ☐ Meat chicken welfare levels
- ☐ Beef cattle welfare levels
- ☐ Dairy cattle welfare levels
- ☐ Pig welfare levels
- ☐ Hen welfare levels
- ☐ Sheep and lamb welfare levels

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 choice 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 attention to the questions in this survey	<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.

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

b. How many people aged under 16 live in your household?

What is the nature of your household?

- ☐ One person household
- ☐ One family household
- ☐ Multi-family household
- ☐ Household with unrelated adults

What is your sex?

- ☐ Female
- ☐ Male

What is your age? Please insert number of years in the box below.

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 or any other Asian background)
- ☐ Black or Black British (Caribbean, African or any other black background)
- ☐ White
- ☐ Mixed or Multiple ethnic group

- ☐  Other ethnic group. Please specify:
- ☐ I do not wish an ethnic background category to be recorded

In what part of the UK do you live?

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

What is your total household income (before taxes and including income from investments, pensions and benefits)?

- ☐ £0 - £19,999
- ☐ £20,000 - £27,999

- ☐ £28,000 – £34,999
- ☐ £35,000 – £41,999
- ☐ £42,000 – £49,999
- ☐ £50,000 – £58,999
- ☐ £59,000 – £68,999
- ☐ £69,000 – £83,999
- ☐ £84,000 – £144,999
- ☐ £145,000 and over

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

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

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