

Consumer Farm Animal Welfare Survey

Welcome and thank you

Farm Animal Welfare Survey

Please complete this questionnaire before the focus group session

Thank you.

TO ACCESS THE SURVEY, PLEASE PRESS 'Next'.

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Q1.1. How much does your household spend on food each week?

- ☐ Less than £50
- ☐ £50-£100
- ☐ £100-£150
- ☐ £150-£200
- ☐ £200-£250
- ☐ £250-£300
- ☐ More than £300

Q1.2. How much do you spend on meat products for your household during a normal week?

Please tick the relevant box

*Meat refers to products where the sole or main ingredient is meat (e.g. fresh/frozen portions, beef, chicken, lamb, ham, bacon, sausages, mince).

- ☐ £0
- ☐ £1-5
- ☐ £6-10
- ☐ £11-15
- ☐ £16-20
- ☐ £21-30
- ☐ more than £30 per week

Q1.3. How much do you spend on dairy products for your household during a normal week?

Please tick the relevant box

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

- ☐ £0
- ☐ £1-5
- ☐ £6-10
- ☐ £11-15
- ☐ £16-20
- ☐ £21-30
- ☐ more than £30 per week

Q1.4. How much do you spend on eggs for your household during a normal week? Please tick the relevant box

- ☐ £0
- ☐ £1-5
- ☐ £6-10
- ☐ £11-15
- ☐ £16-20
- ☐ £21-30
- ☐ more than £30 per week

Q2. Do you avoid purchasing any particular products because of concerns about the welfare of the animals involved?

- ☐ Yes (please specify which products)
- ☐ No

[illegible]

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 by the RSPCA.

Currently, in the UK, dairy cattle have an average welfare score of around 45/100, beef cattle 55/100, sheep 60/100, pigs 45/100, and meat chickens and laying hens 40/100.

Welfare score of your livestock products

Assume that in your usual food store there is a section that sells meat, milk and 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 monthly food expenditure will increase accordingly.

- Please now answer the following choice questions regarding your preferred monthly shop of meat, dairy product and eggs from three options presented to you.

- You may find that you do not particularly like any of the given baskets. Nevertheless, the task is to indicate your preferred basket out of the given three baskets.

- If you find basket A or B too expensive, please choose basket C which represents the current average welfare levels in the UK.

- Only the welfare levels of the animals shown below 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.

Q4.1

Suppose you could only choose one from the three baskets shown. Please tick the basket you would choose. Numbers represent welfare scores of the animals and products shown and the impact on your monthly food bill.

☐

Basket A

Increase in food bill £30.00 (per month)	 Eggs 50	 Pig meat (ham, bacon, pork) 90	 Dairy (milk, butter, cheese etc.) 60
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☐

Basket B

Increase in food bill £33.00 (per month)	 Eggs 90	 Pig meat (ham, bacon, pork) 45	 Dairy (milk, butter, cheese etc.) 70
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☐

Basket C

<u>No change</u> in food bill £0.00	 Eggs 40	 Pig meat (ham, bacon, pork) 45	 Dairy (milk, butter, cheese etc.) 45
--	--	--	--

☐




Don't know

Q4.2

Suppose you could only choose one from the three baskets shown. Please tick the basket you would choose.




☐

Basket A

Increase in food bill £28.00 (per month)	 Eggs 60	 Pig meat (ham, bacon, pork) 50	 Dairy (milk, butter, cheese etc.) 70
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☐

Basket B

Increase in food bill £33.00 (per month)	 Eggs 70	 Pig meat (ham, bacon, pork) 90	 Dairy (milk, butter, cheese etc.) 70
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☐

Basket C




No change in food bill £0.00	 Eggs 40	 Pig meat (ham, bacon, pork) 45	 Dairy (milk, butter, cheese etc.) 45
---	--	--	--

☐ Don't know




Q4.3

Suppose you could only choose one from the three baskets shown. Please tick the basket you would choose.




☐ Basket A

Increase in food bill £28.00 (per month)	 Eggs 90	 Pig meat (ham, bacon, pork) 50	 Dairy (milk, butter, cheese etc.) 45
---	--	---	---

☐ Basket B

Increase in food bill £30.00 (per month)	 Eggs 50	 Pig meat (ham, bacon, pork) 90	 Dairy (milk, butter, cheese etc.) 60
---	--	---	---

☐ Basket C

No change in food bill £0.00	 Eggs 40	 Pig meat (ham, bacon, pork) 45	 Dairy (milk, butter, cheese etc.) 45
---	---	--	--

☐ Don't know

Q4.4

Suppose you could only choose one from the three baskets shown. Please tick the basket you would choose.

☐

Basket A

Increase in food bill £28.00 (per month)			
	Eggs	Pig meat (ham, bacon, pork)	Dairy (milk, butter, cheese etc.)
	90	45	60

☐

Basket B

Increase in food bill £25.00 (per month)			
	Eggs	Pig meat (ham, bacon, pork)	Dairy (milk, butter, cheese etc.)
	40	60	50

☐

Basket C

<u>No change</u> in food bill £0.00			
	Eggs	Pig meat (ham, bacon, pork)	Dairy (milk, butter, cheese etc.)
	40	45	45

☐




Don't know

Q4.5

Suppose you could only choose one from the three baskets shown. Please tick the basket you would choose.


☐

Basket A

Increase in food bill £33.00 (per month)			
	Eggs	Pig meat (ham, bacon, pork)	Dairy (milk, butter, cheese etc.)
	70	60	90

☐

Basket B

Increase in food bill £28.00 (per month)			
	Eggs	Pig meat (ham, bacon, pork)	Dairy (milk, butter, cheese etc.)
	50	70	45

☐

Basket C

<u>No change</u> in food bill £0.00			
	Eggs	Pig meat (ham, bacon, pork)	Dairy (milk, butter, cheese etc.)
	40	45	45




☐ Don't know

Q4.6

Suppose you could only choose one from the three baskets shown. Please tick the basket you would choose.

☐

Basket A

Increase in food bill £28.00 (per month)			
	Eggs	Pig meat (ham, bacon, pork)	Dairy (milk, butter, cheese etc.)
	70	60	60

☐

Basket B

Increase in food bill £30.00 (per month)			
	Eggs	Pig meat (ham, bacon, pork)	Dairy (milk, butter, cheese etc.)
	50	70	70

☐

Basket C

<u>No change</u> in food bill £0.00			
	Eggs	Pig meat (ham, bacon, pork)	Dairy (milk, butter, cheese etc.)
	40	45	45

☐ Don't know

Q5

Please briefly explain the reasoning behind your choice of baskets.



Q6

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

- ☐ My monthly food bill
- ☐ Chicken meat and 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
- ☐ Other: please specify:

[illegible]

Q8

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

c. At what age did you finish full-time education?

Q9

What is your ethnic background?

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

Q10

What is your approximate average household income (before taxes)? Please tick the relevant box:

- ☐ £0 - £10,000
- ☐ £10,000 - £20,000
- ☐ £20,000 - £30,000
- ☐ £30,000 - £40,000
- ☐ £40,000 - £50,000
- ☐ £50,000 - £60,000
- ☐ £60,000 - £70,000
- ☐ £70,000 - £80,000
- ☐ £80,000 - £90,000
- ☐ £90,000 - £100,000
- ☐ Above £100,000

Q11

What is your occupation?

Q12



If you have any comments that you would like to add about your responses in the survey, please do so in the box below.

How much per month, in addition to your usual household food bill, would you be willing to pay for a 10 point welfare score increase for the pigs, lambs, beef cattle, chickens, dairy cows and laying hens that produce your food?

0

0 - £5

£5-£10

£10-£20

£20-£30

£30-£40

£40-£50

£50-£60

£60-£70

More than £70