

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

☐ Yes (please specify which products)

☐ No

Q2

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

☐ Yes (please specify which products)

Why?

☐ No

Q3

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

[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, 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 expenditure will increase accordingly.










- Please answer the following choice questions regarding your preferred weekly shop of meat, dairy products and eggs from three options presented to you.
- 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 Option B or C too expensive, please choose Option A which represents no change to current animal welfare levels or to your weekly food bill.
- Only the welfare levels of the animals shown 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 options shown. Please tick the option you would choose.

Numbers represent welfare scores of the animals and products shown and the impact on your weekly food bill.

<input type="radio"/>	Option A	No change in weekly food bill or welfare scores	 Eggs 40	 Pig meat (ham, bacon, pork) 45	 Dairy (milk, butter, cheese etc.) 45
<input type="radio"/>	Option B	£4 increase in weekly food bill	 Eggs 60	 Pig meat (ham, bacon, pork) 50	 Dairy (milk, butter, cheese etc.) 70
<input type="radio"/>	Option C	£6 increase in weekly food bill	 Eggs 70	 Pig meat (ham, bacon, pork) 90	 Dairy (milk, butter, cheese etc.) 70

Did you remove the 'Don't know' option deliberately Richard? I can't remember?

Q4.2

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

☐ Option A

No change in weekly food bill or welfare score			
	Eggs	Pig meat (ham, bacon, pork)	Dairy (milk, butter, cheese etc.)
	40	45	45

☐ Option B

£5 increase in weekly food bill			
	Eggs	Pig meat (ham, bacon, pork)	Dairy (milk, butter, cheese etc.)
	90	45	70

☐ Option C

£7 increase in weekly food bill			
	Eggs	Pig meat (ham, bacon, pork)	Dairy (milk, butter, cheese etc.)
	50	90	60

Did you remove the 'Don't know' and change the design re the placement of the options text deliberately Richard? I can't remember?

Q4.3

How much per week, as an increase to your usual household food bill, would you be willing to pay for a 10 point welfare score increase from their current levels, for the pigs, dairy cows and laying hens that produce your food?

- ☐ 0
- ☐ £1-£3
- ☐ £4-£6
- ☐ £7-£10
- ☐ £11-£15
- ☐ More than £15

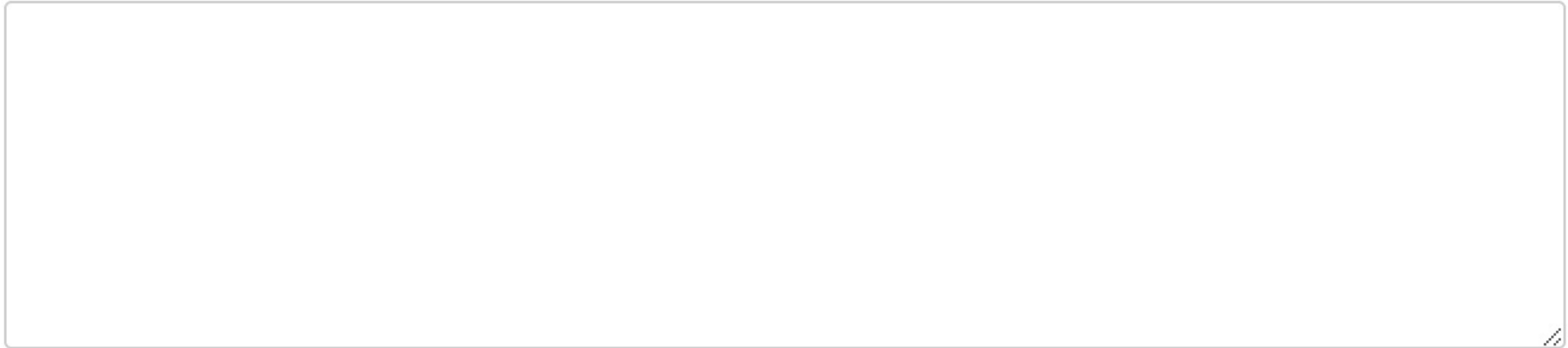
Q4.4

How much per week, as an increase to your usual household food bill, would you be willing to pay to support UK legislation for a 10 point welfare score increase from their current level, for all the pigs, dairy cows and laying hens in the UK that produce our food?

- ☐ 0
- ☐ £1-£3
- ☐ £4-£6
- ☐ £7-£10
- ☐ £11-£15
- ☐ More than £15

Q5

Please briefly explain the reasoning behind your option choices.

A large, empty rectangular box with a thin black border, intended for the user to provide a written explanation. In the bottom right corner of the box, there is a small, faint icon of a pencil, indicating that the box is for text entry.

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 weekly 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
- ☐ Other: please specify:

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

[illegible]

[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:

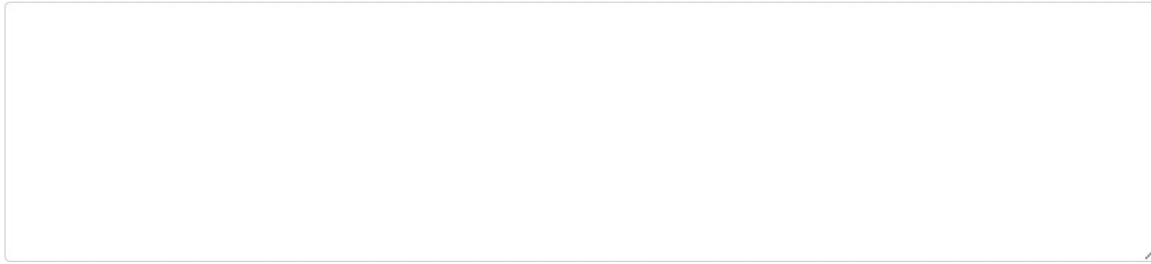
- ☐ £0 - £10,000
 - ☐ £10,000 - £20,000
 - ☐ £20,000 - £30,000
 - ☐ £30,000 - £40,000
 - ☐ £40,000 - £50,000
 - ☐ £50,000 - £60,000
 - ☐ £60,000 - £70,000
 - ☐ £70,000 - £80,000
 - ☐ £80,000 - £90,000
 - ☐ £90,000 - £100,000
 - ☐ Above £100,000
-

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.



Additional question: ??
