

# **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'.

[Next](#)

Q1

Are you the main food shopper for your household?

☐ Yes

☐ No



Q2

What is your age?

☐ Under 18 years old

☐ 18-24

☐ 25-44

☐ 45-64

☐ 65-74

☐ 75+

Q3

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

Q4

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

Q5

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

Q6

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



Q7

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

Q8

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

Q9

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

Q10

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

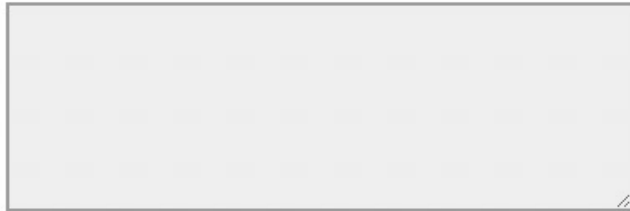
☐ £20-30

☐ more than £30 per week

Q11

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

Q12

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

[illegible]

## **Animal welfare measurement and welfare score**

Q13a

In the last year in the UK, 2.8 million cattle & calves, 11.5 million pigs, 14.5 million sheep and lambs and 1.16 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.

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

Q13b

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 would have to be kept at this welfare score (or higher). This higher welfare would incur additional production costs. 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.

Please choose out of the given 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.**



Q14 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. 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



£1 increase in weekly food bill (£52.00 per year)

					
Eggs	Dairy (milk, butter, cheese etc.)	Pig meat (ham, bacon, pork)	Lamb	Chicken meat	Beef
40	60	40	60	40	60

Choice 3



£2 increase in weekly food bill (£104.00 per year)

					
Eggs	Dairy (milk, butter, cheese etc.)	Pig meat (ham, bacon, pork)	Lamb	Chicken meat	Beef
70	50	70	55	70	50

Q15

Suppose you could only choose one from the three options shown. Please tick the option you would choose.

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

☐

£2 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

☐

£10 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

Q16 Suppose you could only choose one from the three options shown. Please tick the option you would choose.

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



£3 increase in weekly food bill (£156.00 per year)

					
Eggs	Dairy (milk, butter, cheese etc.)	Pig meat (ham, bacon, pork)	Lamb	Chicken meat	Beef
50	50	40	55	50	70

Choice 3



£1 increase in weekly food bill (£52.00 per year)

					
Eggs	Dairy (milk, butter, cheese etc.)	Pig meat (ham, bacon, pork)	Lamb	Chicken meat	Beef
50	50	50	55	60	50

Q17 Suppose you could only choose one from the three options shown. Please tick the option you would choose.

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**









Q18 Suppose you could only choose one from the three options shown. Please tick the option you would choose.







Choice 1

<input type="radio"/> <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

<input type="radio"/> <b>£10 increase in weekly food bill (£520.00 per year)</b>	 Eggs <b>90</b>	 Dairy (milk, butter, cheese etc.) <b>50</b>	 Pig meat (ham, bacon, pork) <b>90</b>	 Lamb <b>55</b>	 Chicken meat <b>90</b>	 Beef <b>50</b>
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Choice 3

<input type="radio"/> <b>£4 increase in weekly food bill (£208.00 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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Q19 Suppose you could only choose one from the three options shown. Please tick the option you would choose.

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



£2 increase in weekly food bill (£104.00 per year)



Eggs  
40



Dairy (milk, butter, cheese etc.)  
80



Pig meat (ham, bacon, pork)  
40



Lamb  
80



Chicken meat  
40



Beef  
80

Choice 3



£3 increase in weekly food bill (£156.00 per year)



Eggs  
40



Dairy (milk, butter, cheese etc.)  
80



Pig meat (ham, bacon, pork)  
40



Lamb  
80









Chicken meat  
40









Beef  
80

Q20 Suppose you could only choose one from the three options shown. Please tick the option you would choose.







Choice 1

<input type="radio"/> <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>
--	--	--	---	--	--	--

Choice 2







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







<input type="radio"/> <b>£1 increase in weekly food bill (£52.00 per year)</b>	 Eggs <b>60</b>	 Dairy (milk, butter, cheese etc.) <b>50</b>	 Pig meat (ham, bacon, pork) <b>50</b>	 Lamb <b>55</b>	 Chicken meat <b>50</b>	 Beef <b>50</b>
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Q21 Suppose you could only choose one from the three options shown. Please tick the option you would choose.





Choice 1

<input type="radio"/> <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>

Choice 2

<input type="radio"/> <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>

Choice 3

<input type="radio"/> <b>£4 increase in weekly food bill (£208.00 per year)</b>						
	Eggs <b>60</b>	Dairy (milk, butter, cheese etc.) <b>50</b>	Pig meat (ham, bacon, pork) <b>70</b>	Lamb <b>55</b>	Chicken meat <b>50</b>	Beef <b>50</b>



Q22 Suppose you could only choose one from the three options shown. Please tick the option you would choose.

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

☐

**£10 increase in  
weekly food bill  
(£520.00 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)  
**60**



Lamb  
**55**



Chicken meat  
**60**



Beef  
**50**

Q23 Suppose you could only choose one from the three options shown. Please tick the option you would choose.

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  
**80**



Dairy (milk, butter, cheese etc.)  
**50**



Pig meat (ham, bacon, pork)  
**40**



Lamb  
**80**









Chicken meat  
**80**




Beef  
**50**

Q24 Suppose you could only choose one from the three options shown. Please tick the option you would choose.







Choice 1

<input type="radio"/> <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>
--	--	--	---	--	--	--

Choice 2







<input type="radio"/> <b>£10 increase in weekly food bill (£520.00 per year)</b>	 Eggs <b>50</b>	 Dairy (milk, butter, cheese etc.) <b>70</b>	 Pig meat (ham, bacon, pork) <b>50</b>	 Lamb <b>55</b>	 Chicken meat <b>40</b>	 Beef <b>50</b>
--	--	--	---	--	--	--

Choice 3







<input type="radio"/> <b>£1 increase in weekly food bill (£52.00 per year)</b>	 Eggs <b>50</b>	 Dairy (milk, butter, cheese etc.) <b>50</b>	 Pig meat (ham, bacon, pork) <b>50</b>	 Lamb <b>55</b>	 Chicken meat <b>50</b>	 Beef <b>50</b>
--	--	--	---	--	--	--

Q25 Suppose you could only choose one from the three options shown. Please tick the option you would choose.





Choice 1

<input type="radio"/> <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>
--	--	--	---	--	--	--

Choice 2

<input type="radio"/> <b>£4 increase in weekly food bill (£208.00 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>70</b>	 Chicken meat <b>40</b>	 Beef <b>60</b>
---	--	--	---	--	--	--

Choice 3







<input type="radio"/> <b>£3 increase in weekly food bill (£156.00 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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Do you want a reminder slide here  
before the next two slides pop up,  
Richard?









Q25a Suppose you could only choose one from the three options shown. Please tick the option you would choose.






Choice 1

<input type="radio"/> <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>
--	--	--	---	--	--	--

Choice 2

<input type="radio"/> <b>£4 increase in weekly food bill (£208.00 per year)</b>	 Eggs <b>50</b>	 Dairy (milk, butter, cheese etc.) <b>60</b>	 Pig meat (ham, bacon, pork) <b>45</b>	 Lamb <b>75</b>	 Chicken meat <b>50</b>	 Beef <b>70</b>
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Choice 3

<input type="radio"/> <b>£3 increase in weekly food bill (£156.00 per year)</b>	 Eggs <b>45</b>	 Dairy (milk, butter, cheese etc.) <b>55</b>	 Pig meat (ham, bacon, pork) <b>50</b>	 Lamb <b>60</b>	 Chicken meat <b>60</b>	 Beef <b>60</b>
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Q25b Suppose you could only choose one from the three options shown. Please tick the option you would choose.

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.)  
**60**



Pig meat (ham, bacon, pork)  
**45**



Lamb  
**75**



Chicken meat  
**50**



Beef  
**70**

Choice 3



**£3 increase in  
weekly food bill  
(£156.00 per year)**



Eggs  
**45**



Dairy (milk, butter, cheese etc.)  
**55**



Pig meat (ham, bacon, pork)  
**50**



Lamb  
**60**



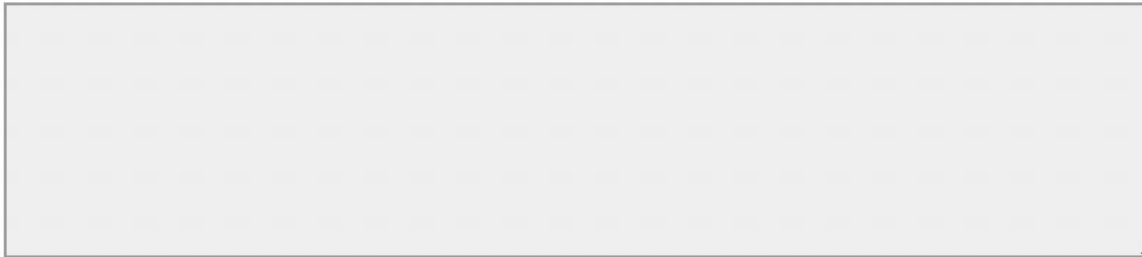
Chicken meat  
**60**



Beef  
**60**

Q26

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

A large, empty rectangular box with a thin black border, intended for the user to provide a written explanation. It is currently blank.



Q27

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

☐ By how much the welfare scores of animals would increase

☐ Regulation affecting all animals

☐ Meat chicken welfare

☐ Beef cattle welfare

☐ Dairy cow welfare

☐ Pig welfare

☐ Hen welfare

☐ Sheep and lamb welfare

☐ Other: please specify:

Q28

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

[illegible]

Q29

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

Q30

What is your sex?

☐ Female

☐ Male

Q31

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

Q32

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

Q33 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

Q34

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+



Q35

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

☐ Employee

☐ Self employed

☐ Not working

☐ Retired

☐ Student

# **Consumer Farm Animal Welfare Focus Group**

Thank you for your time and  
help