

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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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 consider the questions carefully and answer truthfully. Thank you.

Please write your first name below so that we know you have completed the questionnaire.

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 concerns about the welfare of animals influence your buying decisions?

☐ Yes, I purchase some products for animal welfare reasons (please give example in box below)

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

☐ 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 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.

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.

Please note that inconsistencies in your answers to the choice questions may result in the survey being terminated.

Q14

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



£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 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



£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 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

Q17 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

Q18 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



£10 increase in
weekly food bill
(£520.00 per year)



Eggs
90



Dairy (milk, butter, cheese etc.)
50



Pig meat (ham, bacon, pork)
90



Lamb
55



Chicken meat
90



Beef
50

Choice 3



£4 increase in
weekly food bill
(£208.00 per year)



Eggs
60



Dairy (milk, butter, cheese etc.)
50



Pig meat (ham, bacon, pork)
60



Lamb
55



Chicken meat
60



Beef
50

Q19 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



£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 Please choose one from the three choices shown below.

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



£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
40	70	50	55	50	50

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
60	50	50	55	50	50

Q21 Please choose one from the three choices shown below.




Choice 1

<input type="radio"/> 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

<input type="radio"/> £6 increase in weekly food bill (£312.00 per year)						
	Eggs	Dairy (milk, butter, cheese etc.)	Pig meat (ham, bacon, pork)	Lamb	Chicken meat	Beef
	40	70	70	55	50	50

Choice 3

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

Q22 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



**£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 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
80



Dairy (milk, butter, cheese etc.)
50



Pig meat (ham, bacon, pork)
40



Lamb
80



Chicken meat
80



Beef
50

Q24 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



£10 increase in weekly food bill (£520.00 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

Q25 Please choose one from the three choices shown below.







Choice 1

<input type="radio"/> 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
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Choice 2

<input type="radio"/> £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
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Choice 3

<input type="radio"/> £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
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Alternative choice sets for consideration

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





Choice 1

<input type="radio"/> 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
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Choice 2

<input type="radio"/> £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
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Choice 3

<input type="radio"/> £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
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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

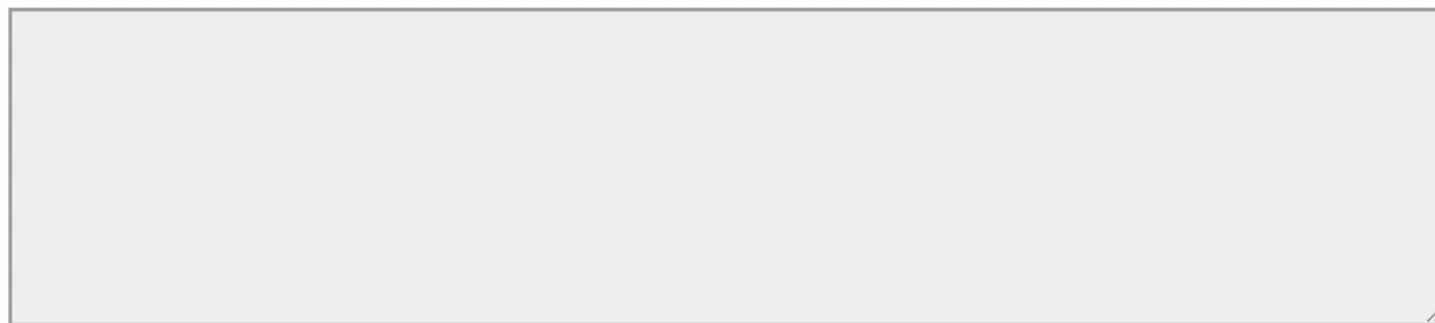


Chicken meat
60



Beef
60

Q26 Please briefly explain the reasoning behind your choices to the willingness to pay choice questions above.



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

☐ Meat chicken welfare

☐ Beef cattle welfare

☐ Dairy cow welfare

☐ Pig welfare

☐ Hen welfare

☐ Sheep and lamb welfare

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