

WEBVTT

1

00:00:10.170 --> 00:00:11.010

It is.

2

00:00:11.010 --> 00:00:36.300

David F: And they're right back in and again chase all eyes on London tonight, 2 games 9 miles apart. We're not too far to see West Ham play Newcastle. The Tories have 61 win to have a set, and in the fall of playing tonight they're at Wimbledon a point for me that Manchester United have to wait again. We'll be keeping right up to date. And let me think it's happening there.

3

00:00:36.670 --> 00:00:49.959

David F: And let's not forget. This is a big big night for West Ham and their supporters. So often in recent seasons they've had a say in the action on the Tampa. They might again, but they won't want to go to World Cup on the final day needing something to stay up.

4

00:00:51.250 --> 00:01:12.049

David F: or maybe only Kenny Darby is sure to get this far. Certainly Manchester united, won by now, and after losing at home to Canada, Liverpool surely couldn't have expected another chance. But it's all back in the Mixer. The only certainty tonight is that if Liverpool and Newcastle lose, then Manchester United will be challenged.

5

00:01:12.890 --> 00:01:14.919

David F: able to sustain

6

00:01:14.950 --> 00:01:17.160

David F: attention, for

7

00:01:24.940 --> 00:01:29.959

David F: well, let's give this a chance to show you the banks. Sell this car.

8

00:01:30.480 --> 00:01:36.840

David F: taking a look at the instant Jason Yuell has got it.

9

00:01:40.200 --> 00:01:45.909

David F: So we've got a pool. It's there. Challenge. We're going to try to sell.

10

00:01:47.190 --> 00:01:49.579  
David F: You're all the way down.

11  
00:01:50.770 --> 00:01:54.129  
David F: I think I want to show you something else, but

12  
00:01:54.250 --> 00:01:57.620  
David F: 1st of all is getting tumbled in the way.

13  
00:02:05.040 --> 00:02:05.790  
David F: Who is.

14  
00:02:07.290 --> 00:02:09.169  
David F: It's also

15  
00:02:09.800 --> 00:02:11.999  
David F: action to come

16  
00:02:13.080 --> 00:02:19.219  
David F: looking for God

17  
00:02:26.650 --> 00:02:28.689  
David F: as far as permission go.

18  
00:02:29.160 --> 00:02:34.879  
David F: Wonderful opportunity, at least a girl.

19  
00:02:35.600 --> 00:02:43.639  
David F: It has finished a sermon start, and we're going to be winning.

20  
00:02:44.620 --> 00:02:48.409  
David F: Thank you for your time for this time.

21  
00:02:49.810 --> 00:02:57.540  
David F: Congratulations.

22  
00:02:58.490 --> 00:02:59.460  
David F: It's Pippin

23  
00:02:59.820 --> 00:03:21.899

David F: Coventry City against all the odds Coventry City

24

00:03:21.940 --> 00:03:26.409

David F: survive, and that result puts someone down.

25

00:03:28.470 --> 00:03:30.260

David F: I want to hear this one

26

00:03:31.100 --> 00:03:32.860

David F: for all the

27

00:04:29.870 --> 00:04:30.610

David F: it's fine.

28

00:06:01.450 --> 00:06:02.180

David F: really.

29

00:06:04.980 --> 00:06:05.680

David F: Me?

30

00:06:07.370 --> 00:06:08.320

David F: Hello!

31

00:06:08.830 --> 00:06:10.779

Richard Bennett: Hi, David! How are you?

32

00:06:10.780 --> 00:06:11.930

David F: Yeah, good. Thanks. And you.

33

00:06:12.350 --> 00:06:14.460

Richard Bennett: Yeah, fine. Thank you very much.

34

00:06:15.707 --> 00:06:18.390

Richard Bennett: David, I'm just gonna try and

35

00:06:19.500 --> 00:06:21.190

Richard Bennett: put something in the chat.

36

00:06:21.190 --> 00:06:21.980

David F: Okay.

37

00:06:22.710 --> 00:06:24.550

Richard Bennett: Which we'll have a look at in a moment

38

00:06:24.670 --> 00:06:26.269

Richard Bennett: just before we start.

39

00:06:26.560 --> 00:06:29.139

Richard Bennett: That's why I came on early to put it in the chat.

40

00:06:31.860 --> 00:06:33.450

Richard Bennett: Okay.

41

00:06:33.730 --> 00:06:37.510

Richard Bennett: I'm a bit slow with zoom, because I tend to use teams rather than zoom

42

00:06:48.320 --> 00:06:49.040

Richard Bennett: ken.

43

00:07:04.357 --> 00:07:06.862

David F: Oh, right? Yeah, something just quick.

44

00:07:07.280 --> 00:07:14.669

Richard Bennett: We'll thank you. We'll come back to that in a moment. David, because that's just a a link.

45

00:07:16.420 --> 00:07:20.485

Richard Bennett: Are you happy to start now. I know we're a bit early, but we're both here.

46

00:07:20.740 --> 00:07:22.289

David F: No, it's fine, that's good. Yep.

47

00:07:22.950 --> 00:07:28.879

Richard Bennett: Well, Hi, David, 1st of all, thank you so much for helping out with this.

48

00:07:29.430 --> 00:07:36.340

Richard Bennett: it's called a verbal protocol interview. And if we've got time I'll tell you a little bit more about these. Later.

49

00:07:36.960 --> 00:07:46.060

Richard Bennett: My name's Richard Bennett. I'm a researcher from the University of reading, and we're doing some some work for the UK Government at at the moment

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00:07:46.472 --> 00:07:52.789

Richard Bennett: to do with animal welfare. And what we're doing at the moment is testing out a little questionnaire.

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00:07:53.080 --> 00:08:10.540

Richard Bennett: And so I what I would like you to do if you don't mind, is to fill out the questionnaire real time, and that's what the link is to the questionnaire. And I've got a copy here on my machine as well. I can't see what you're doing, but I can at least follow you through the questionnaire question by question.

52

00:08:11.320 --> 00:08:20.580

Richard Bennett: So the idea is, I think hopefully, Vanessa or someone at field work covers has explained to you. If not, I'm just gonna explain to you again.

53

00:08:20.610 --> 00:08:28.900

Richard Bennett: The idea is to fill out the questionnaire, as you as you normally would if you're ever sent these sorts of things

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00:08:29.380 --> 00:08:34.359

Richard Bennett: but to actually vocalize and think out loud

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00:08:34.370 --> 00:08:41.960

Richard Bennett: what you're thinking through the thought process as you're going through the the questionnaire each each question.

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00:08:42.390 --> 00:08:52.479

Richard Bennett: And to do that it it's it's almost a sort of stream of consciousness. So you will. You will be talking a lot almost continually.

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00:08:52.795 --> 00:09:00.229

Richard Bennett: And it's good if you can. Sign, post the question that you're looking at. So some questions you might want to just read them out

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00:09:00.846 --> 00:09:11.250

Richard Bennett: you'll see that there's a block of information. You may not want to read all of that out, or you may want to read bits

of it out but it's good if you can do that. A for us for me to know

59

00:09:11.260 --> 00:09:13.754

Richard Bennett: when we listen to the recording

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00:09:14.440 --> 00:09:15.200

Richard Bennett: that

61

00:09:15.310 --> 00:09:23.886

Richard Bennett: you know where you are on the questionnaire. So I know what you're talking about in terms of your responses and so on, but also

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00:09:24.490 --> 00:09:30.630

Richard Bennett: a lot of the time. That is what your thinking is. So rather than going quiet for a long period of time. What you're

63

00:09:30.650 --> 00:09:44.120

Richard Bennett: what you're doing, of course, is you're processing and reading the the question, and that's fine. If you want to just read that out loud, or read bits of it out loud, or whatever that's that's fine. There are no right or wrong comments.

64

00:09:44.200 --> 00:09:54.649

Richard Bennett: You can say anything you like if it genuinely comes into your mind, and you're thinking that if you think well, blindly, that question is a bit complicated, or I don't know what on earth they're on about or

65

00:09:54.750 --> 00:10:04.460

Richard Bennett: cool, dear, you know, whatever can be negative can be positive you could say that's interesting. If you think it's interest, whatever comes in into your mind.

66

00:10:05.130 --> 00:10:11.519

Richard Bennett: let me just check. I've got everything I think so. Is there any questions you want to ask me before we

67

00:10:11.850 --> 00:10:13.150

Richard Bennett: have a go? At this.

68

00:10:13.150 --> 00:10:15.372

David F: Oh, no, it all sounds good. I'm

69

00:10:16.738 --> 00:10:30.301

David F: I'm very impatient with lots of things, so I do things really quickly. I read quickly, and and so I will. I guess you'll want me to go at my normal pace. Obviously I'll have to slow down a little bit because I'll be talking to you.

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00:10:30.590 --> 00:10:31.060

Richard Bennett: Absolutely.

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00:10:31.060 --> 00:10:46.490

David F: So I'm I won't be rushing through this to try and get off the call in 20 min rather than half an hour. It's just I do everything really quickly. I've got about 200 apps on my phone. I hate shopping. I've got really quick thumbs on made on my phone and everything. So if I'm going quick, it's that's what I do.

72

00:10:47.100 --> 00:10:47.580

David F: But.

73

00:10:47.580 --> 00:10:55.405

Richard Bennett: That's absolutely fine. And, as I say, if you want to make it, if it's making you feel grumpy, you express that as you're going through it. That's fine. That's fine.

74

00:10:57.346 --> 00:10:58.243

Richard Bennett: Okay,

75

00:10:59.640 --> 00:11:03.700

Richard Bennett: I think we've got everything. If you're happy to to click on the

76

00:11:03.790 --> 00:11:04.870

Richard Bennett: link.

77

00:11:04.890 --> 00:11:12.209

Richard Bennett: and we'll we'll we'll start, and I'll so I'll keep completely quiet until you've completed the questionnaire.

78

00:11:12.490 --> 00:11:29.299

Richard Bennett: If that's okay. So I can't answer any questions while you're going through the questionnaire. If something you don't understand, you'll just have to say, well, I don't understand what on earth that is. So I'll just tick this box, and off we go to the next question or whatever. Okay. So I'm I'm gonna be, I'm gonna

79

00:11:31.410 --> 00:11:38.209

David F: Oh, okay, so it's open now. So you actually want me to properly fill it into that type. My name in and.

80

00:11:38.210 --> 00:11:43.470

Richard Bennett: Yeah, and and speakers. You're going through, please, and I'm gonna mute me. And I'm.

81

00:11:44.350 --> 00:11:54.850

David F: Okay? So I've typed your name in. I do quite a lot of the food shopping, and my age is 62 animal products. Do your household beef, lamb.

82

00:11:54.970 --> 00:11:58.269

David F: pig, meat, chicken, dairy, eggs.

83

00:11:58.640 --> 00:12:00.330

David F: northern animal products?

84

00:12:00.500 --> 00:12:07.230

David F: How much does your wholesale spend on food each week? Probably

85

00:12:07.940 --> 00:12:11.459

David F: 50 to 99 chicken.

86

00:12:12.090 --> 00:12:14.170

David F: chicken, chicken per week.

87

00:12:14.360 --> 00:12:15.930

David F: probably.

88

00:12:16.040 --> 00:12:19.740

David F: Yeah, about about 10 or so, 5 to 9, 99.

89

00:12:19.960 --> 00:12:22.000

David F: How much to spend on beef?

90

00:12:24.550 --> 00:12:31.840

David F: probably not every week. So obviously basically more expensive. So I'll probably say 5 to 10 pound again on that



91

00:12:32.200 --> 00:12:37.149

David F: lamb. That's more of a rarity. So per week.

92

00:12:37.835 --> 00:12:43.640

David F: That would be 0 to 5 pound, you know. Probably got that every 2, 3 weeks. Something like that.

93

00:12:43.950 --> 00:12:47.789

Richard Bennett: David, can I just quickly check that? You are clicking on the boxes?

94

00:12:47.990 --> 00:12:49.669

Richard Bennett: Yeah, you do. Yeah.

95

00:12:49.670 --> 00:12:53.109

David F: I'm clicking on them when I'm talking, so I'm saying no to 5 pounds. I'm.

96

00:12:53.110 --> 00:12:56.219

Richard Bennett: Brilliant. Just want you to check rather than leave it till the end of the

97

00:12:56.390 --> 00:12:56.960

Richard Bennett: Chris.

98

00:12:56.960 --> 00:13:05.510

David F: Yes, yeah. So that's okay. Yes. So pig meat pork, fresh or frozen pork, sausages, ham, bacon

99

00:13:05.590 --> 00:13:08.719

David F: that'll be 5 to 10 pound again. I think.

100

00:13:09.010 --> 00:13:17.699

David F: Dairy products where we have lots of eggs, cheese and milk. So now, probably 15 to 20 a week.

101

00:13:18.263 --> 00:13:22.349

David F: possibly even more, maybe 20 to 20 to 30

102

00:13:22.600 --> 00:13:26.130

David F: and X roles on the included eggs in the other one.

103

00:13:27.400 --> 00:13:36.000

David F: So I've just gone back. Dairy products refers to products containing or made from milk, including milk, cream, butter, yoga, ice cream and cheese.

104

00:13:36.300 --> 00:13:37.130

David F: Mike.

105

00:13:38.367 --> 00:13:40.430

David F: Okay, so x

106

00:13:42.060 --> 00:13:45.279

David F: every, but probably not 5 pound

107

00:13:45.540 --> 00:13:51.319

David F: to concerns about the welfare of animals, influential buying decisions.

108

00:13:53.770 --> 00:13:59.039

David F: yes, and reasons some products. So

109

00:13:59.670 --> 00:14:01.830

David F: go free range

110

00:14:02.820 --> 00:14:03.580

David F: approved.

111

00:14:03.690 --> 00:14:05.020

David F: organic.

112

00:14:05.500 --> 00:14:07.030

David F: where possible.

113

00:14:09.120 --> 00:14:10.550

David F: is long.

114

00:14:11.540 --> 00:14:15.410

David F: Ask price. Isn't who Hi.

115

00:14:19.220 --> 00:14:26.190

David F: please indicate below to I extend you agree or disagree. I feel well informed about how farm animals are treated.

116

00:14:28.210 --> 00:14:29.510

David F: Have great

117

00:14:29.610 --> 00:14:38.669

David F: actually do do have a bit of an interest in. I I don't know. I do like a lot of science and nature like type things. And so as lots of programs about

118

00:14:39.280 --> 00:14:47.880

David F: fish farms. And you know, salmon, fish farms and the conditions that chickens are in. There was a programming about in America and everything. So do what

119

00:14:48.500 --> 00:14:53.119

David F: follow those I'm concerned about the way farm animals in the UK. Are treated.

120

00:14:53.590 --> 00:14:55.490

David F: Yes, strongly agree.

121

00:14:55.590 --> 00:14:56.600

David F: Her

122

00:14:56.970 --> 00:15:01.359

David F: food products from animals with higher levels of welfare taste better.

123

00:15:01.510 --> 00:15:02.450

David F: I am

124

00:15:03.150 --> 00:15:05.130

David F: disagree. I don't think they do.

125

00:15:05.320 --> 00:15:08.400

David F: Food products for animal are healthier.

126

00:15:10.230 --> 00:15:12.279

David F: probably. Yep. So I agree.

127

00:15:12.540 --> 00:15:17.349

David F: Food products from animals with high levels of welfare are better for the environment.

128

00:15:21.950 --> 00:15:22.870

David F: gear.

129

00:15:23.440 --> 00:15:24.220

David F: probably

130

00:15:26.000 --> 00:15:34.150

David F: the reason I hesitated on that last one was thinking, you know, it's actually free range, and they're outside, you know. There's more more of their waste

131

00:15:34.270 --> 00:15:42.129

David F: where they go. The toilet pretend is using up more land, potentially, more going into waterways. So actually, no, I'll change the answer to

132

00:15:42.530 --> 00:15:48.409

David F: neither agree or disagree, so it's obviously better for the animals whether or not it's better for the animal. I'm not sure

133

00:15:49.440 --> 00:15:50.400

David F: a

134

00:15:51.130 --> 00:15:54.700

David F: animal welfare, measurement and welfare score.

135

00:15:55.930 --> 00:15:57.050

David F: I am

136

00:15:58.260 --> 00:16:01.240

David F: Welfare the Animal Hunger. 1st

137

00:16:02.580 --> 00:16:03.620

David F: figure

138

00:16:03.820 --> 00:16:07.820

David F: school in the Uk Lane Els average welfare 40,

139

00:16:08.540 --> 00:16:11.310  
David F: (405) 050-5500

140  
00:16:18.420 --> 00:16:22.670  
David F: better fed, better housing, more expensive.

141  
00:16:24.820 --> 00:16:28.390  
David F: you know. Purchase. You may still be willing to pay something

142  
00:16:30.050 --> 00:16:32.390  
David F: single most preferred. Option.

143  
00:16:34.910 --> 00:16:36.350  
David F: Limited budget

144  
00:16:36.610 --> 00:16:40.479  
David F: more spent on higher welfare means less money spent on other things.

145  
00:16:43.170 --> 00:16:44.310  
David F: It's okay.

146  
00:16:44.490 --> 00:16:46.539  
David F: So choice one

147  
00:16:50.880 --> 00:16:53.259  
David F: to 2 pound

148  
00:16:53.690 --> 00:16:54.920  
David F: increase

149  
00:16:55.310 --> 00:16:56.630  
David F: per week.

150  
00:16:57.550 --> 00:17:00.960  
David F: Yep, I'll go. Choice number 3. The 2 pound

151  
00:17:03.250 --> 00:17:05.610  
David F: increase. To give the animals a better.

152

00:17:06.380 --> 00:17:11.460

David F: My next choice is 2 pounds or 10 pound increase.

153

00:17:13.910 --> 00:17:17.879

David F: To get things up, to to get 3 up to 60.

154

00:17:20.450 --> 00:17:21.730

David F: Possibly

155

00:17:22.119 --> 00:17:27.689

David F: it's a big jump between the 2 and the 10. That might be the 11. I'm guessing the.

156

00:17:28.470 --> 00:17:29.510

David F: And

157

00:17:31.330 --> 00:17:39.420

David F: if if if choice 3 was 5, 7 pounds I definitely would have gone that I will go 10 pound. It's a bit on the high side.

158

00:17:40.180 --> 00:17:43.730

David F: next question is 3 pound increase

159

00:17:45.310 --> 00:17:46.889

David F: weekly food Bill.

160

00:17:48.280 --> 00:17:56.319

David F: Actually, now I'm going to go back and go back to the 2 pound. I think 10 pound a week. 500 pound a year is a little bit on the high side, if that was 5 or 7 pound a week.

161

00:17:56.620 --> 00:18:00.659

David F: so I'll go 3 pound a week is fine on the next question.

162

00:18:03.470 --> 00:18:09.180

David F: 6 pounds a week is fine on the next one for eggs, lamb, chicken meat.

163

00:18:09.940 --> 00:18:10.910

David F: her

164

00:18:12.030 --> 00:18:19.489

David F: 16 pounds a week to get them up to the 90 S. Would be good for the animals, but 800 pound a year is

165

00:18:20.120 --> 00:18:26.000

David F: getting on nearly for a holiday for me, so money's not that flush, so I will go 4 pound increase.

166

00:18:27.810 --> 00:18:30.839

David F: We'll go 4 pound increase on the next one.

167

00:18:36.030 --> 00:18:37.920

David F: 2 pound increase.

168

00:18:38.950 --> 00:18:48.850

David F: probably. See, I'm more basing this on. I am looking at the figures for eggs and dairy products and pig meat and lamb, and looking at the scores.

169

00:18:49.070 --> 00:18:56.159

David F: But most of what influenced my decision is how much it's going to cost me in an ideal world.

170

00:18:56.540 --> 00:18:57.920

David F: you know. Cows.

171

00:18:58.120 --> 00:18:59.840

David F: lum chicken.

172

00:18:59.890 --> 00:19:01.390

David F: you know. Pigs.

173

00:19:03.010 --> 00:19:05.070

David F: would all have higher scores.

174

00:19:05.540 --> 00:19:07.929

David F: but if I had to choose.

175

00:19:08.350 --> 00:19:18.970

David F: I haven't particularly got a favorite animal among some, so I'm basing this more on trying to get more animals with a slightly better score, and it not costing me too much?

176

00:19:19.420 --> 00:19:22.369  
David F: So another one. Choices are

177  
00:19:22.380 --> 00:19:30.159  
David F: no change. 4 and 6 pounds. I'll go 6 pounds. That's probably about the highest. I'd like to go 300 or 300 odd pound a year.

178  
00:19:31.220 --> 00:19:37.489  
David F: Choices. No change. 6 and 10. I'll go 6 again for the same reason. There's No. 3 and a 6,

179  
00:19:37.800 --> 00:19:39.859  
David F: I'll go 6 pounds.

180  
00:19:41.360 --> 00:19:43.059  
David F: There is a

181  
00:19:43.730 --> 00:19:46.619  
David F: no change, one pound and 12 pounds.

182  
00:19:49.460 --> 00:19:52.489  
David F: 12 pounds a bit steep, so I'll go the one pound.

183  
00:19:52.630 --> 00:19:57.550  
David F: I'll go 4 pounds on this one. So that's the end of that page. So I'm going up to the next.

184  
00:19:57.590 --> 00:20:01.430  
David F: Briefly explain the reasoning behind your choices.

185  
00:20:02.320 --> 00:20:05.540  
David F: Right? I'm okay with.

186  
00:20:06.140 --> 00:20:07.240  
David F: I'm right.

187  
00:20:08.390 --> 00:20:10.130  
David F: 2 around

188  
00:20:11.340 --> 00:20:14.020  
David F: 600 per week



189

00:20:14.670 --> 00:20:17.209

David F: to help honeymobles.

190

00:20:21.290 --> 00:20:24.609

David F: Say, I'm I'm already

191

00:20:25.940 --> 00:20:28.860

David F: timing belts.

192

00:20:29.620 --> 00:20:30.750

David F: choosing

193

00:20:32.770 --> 00:20:34.419

David F: to spend things on.

194

00:20:37.750 --> 00:20:41.010

David F: I'd like more animals

195

00:20:41.280 --> 00:20:43.620

David F: to have a higher

196

00:20:44.120 --> 00:20:45.930

David F: welfare score

197

00:20:46.940 --> 00:20:48.750

David F: oops without

198

00:20:53.960 --> 00:20:55.109

David F: I don't.

199

00:20:56.410 --> 00:20:58.820

David F: altering my

200

00:21:02.290 --> 00:21:03.680

David F: lifestyle

201

00:21:08.380 --> 00:21:10.190

David F: negatively.

202

00:21:11.900 --> 00:21:12.960  
David F: BG.

203  
00:21:13.760 --> 00:21:15.489  
David F: Thing under pound.

204  
00:21:15.640 --> 00:21:18.959  
David F: Can I give it a holiday

205  
00:21:21.510 --> 00:21:23.430  
David F: anymore. So, like

206  
00:21:24.950 --> 00:21:27.367  
David F: correct a couple of spelling mistakes.

207  
00:21:28.900 --> 00:21:29.600  
David F: X.

208  
00:21:36.310 --> 00:21:41.880  
David F: Making your choices, which features on the below, did you consider that we increase

209  
00:21:42.950 --> 00:21:44.190  
David F: in my life

210  
00:21:46.490 --> 00:21:49.330  
David F: Weekly Household Food Bill. That was the main one.

211  
00:21:52.880 --> 00:22:07.819  
David F: I have confidence in the responses I gave to the willingness to pay choice questions formally agree. I understood the products information, the information presented to me. I trust the animal welfare scoring method described. I'm agreeing strongly agreeing on all of these.

212  
00:22:07.950 --> 00:22:10.469  
David F: Just the farms will be properly monitored.

213  
00:22:11.250 --> 00:22:15.239  
David F: They have a moral obligation to safeguard the welfare of animals.

214

00:22:15.970 --> 00:22:25.780

David F: Let's agree rather than strongly agree. I would like to see this welfare scoring system on labels strongly agree, like the idea of regulation, to improve the welfare, strongly agree.

215

00:22:26.870 --> 00:22:32.369

David F: I have not paid attention to the questions in this survey. I strongly disagree.

216

00:22:33.950 --> 00:22:42.249

David F: How many people over the age of 16 live in your household, too? How many people under 16 know the kids have left? No nature is

217

00:22:42.280 --> 00:22:47.579

David F: one family sex, male, nice level of education.

218

00:22:48.270 --> 00:22:51.639

David F: degree level background, white

219

00:22:52.960 --> 00:22:55.050

David F: southeast England.

220

00:22:55.480 --> 00:22:57.100

David F: No sold income.

221

00:22:57.400 --> 00:23:03.219

David F: 59 to 69. Employment status retired.

222

00:23:04.060 --> 00:23:06.640

David F: Please wait, and you are redirected.

223

00:23:08.050 --> 00:23:10.140

David F: your response has been recorded.

224

00:23:11.880 --> 00:23:14.289

David F: so can you still hear me, Richard?

225

00:23:15.250 --> 00:23:18.843

Richard Bennett: I can, David. Thank you. You do go through things quickly.

226

00:23:19.170 --> 00:23:24.290

David F: Yes, I would have been even quicker event. I'd read read about as I was doing them.

227

00:23:24.290 --> 00:23:31.470

Richard Bennett: Yeah, yeah, no, I, that's actually. So I'll just put that that back on. That's actually really good. Because,

228

00:23:32.190 --> 00:23:37.150

Richard Bennett: we're doing this as an online survey with a with a very large national panel.

229

00:23:37.270 --> 00:23:40.549

Richard Bennett: And and these are people who do a lot of surveys

230

00:23:41.032 --> 00:24:05.030

Richard Bennett: some of them do, anyway, and they're very quick at doing them. So the fact that you've done it quickly replicates quite nicely what we'll probably find in the real thing. So thank you. Thank you very much. If we could just spend a few minutes just with a bit of feedback, please. 1st of all, what's your sort of general feeling and impression about the questionnaire.

231

00:24:07.770 --> 00:24:13.390

David F: yeah, I think. Yeah, you're fairly positive. 1st

232

00:24:13.660 --> 00:24:14.380

David F: 8.

233

00:24:14.740 --> 00:24:21.719

David F: It seemed a bit repetitive. I did read, read. Where was giving me the choices about how much more I was willing to pay?

234

00:24:22.090 --> 00:24:34.040

David F: And and I was thinking, do you know, if I missed something? And I went back to see the question, and the question was still the same. I then worked out about me. Oh, I thought you had 2 objectives. One of you were trying to get me to make, you know.

235

00:24:34.160 --> 00:24:59.871

David F: choose exactly where I was comfortable with, and I ended up saying out loud, 10 pound a week too much, you know 6 7 pounds, so I think it's trying to get me to to to make sure across hey? How much more I was I was willing to pay, but the other bit was, did I have a favourite animal? Would I pay a bit more to look after pigs and cows, and I would prepare to pay less to look after chickens. More

sort of thing.

236

00:25:01.005 --> 00:25:01.750

David F: They

237

00:25:04.090 --> 00:25:15.918

David F: And so I was wondering, and so I'd I'd work that out after I'd done about the 1st 2 or 3 or 4 questions, you know whether or not everyone else would. And whether or not that's important to the people who are on the survey. I I don't know

238

00:25:16.480 --> 00:25:19.320

David F: so we're just wondering whether or not there's a little bit of

239

00:25:19.810 --> 00:25:37.999

David F: I I suppose you've got to be careful. You don't lead people down that route of basically saying, you know, we want to know if you prefer one animal over the other and prepare to pay more. So yeah, I'm pro. I'm just posing a question in my mind, but I'm probably trying to answer. I'm probably answering it as well. Now. I I think yeah. As long as

240

00:25:38.940 --> 00:25:55.470

David F: the point I'm getting at is trying to make sure people don't don't think. Hang on a minute. They just ask him the same question time and time again, because a lot of the a lot of the options were still for the same amount of money. But the welfare scores for different animals were changing, and that

241

00:25:55.470 --> 00:26:12.299

David F: wasn't immediately apparent. And he's only when I slow down momentarily to say, Do you know, I'm gonna minute. This is the same question, the same question again, it's same question again. So what's changing? And that's when it became apparent. And I know the scores under the animals were in red, the ones are changed.

242

00:26:12.460 --> 00:26:18.569

David F: and so I think it's all right. But I do think that you might. That might confuse some people.

243

00:26:19.050 --> 00:26:21.919

David F: And that may or may not be an issue to them.

244

00:26:24.540 --> 00:26:26.819

Richard Bennett: Thanks. So you you

245

00:26:26.930 --> 00:26:32.430

Richard Bennett: you you clearly got the message that it's only the ones in red, the scores in red that were changing.

246

00:26:32.430 --> 00:26:33.030

David F: Yes.

247

00:26:33.030 --> 00:27:02.779

Richard Bennett: From the very start, which is, which is important. And that's that. That's that's really good. Can you just take me through what, how, how you actually made the decisions cause you were going through quite quickly. And you you you were you were sort of very helpfully saying, Oh, well, this is 2 pounds. This is 3 pounds, whatever I'm gonna go with this one. What I don't know is why you went with what was your how did you make the decision? What was going through your head? Make that.

248

00:27:03.320 --> 00:27:24.550

David F: I was translating, and it was useful. I mean, I'm very quick at maths, anyway, and you know quickly, I could work out 2 pound a week under the pound a year, obviously 104 was nearly enough 100 pound. But he did say, you know, 2 pound a week. Then in brackets. It did say the annual amount. And my, I guess it was like a i i said out loud, you know what did

249

00:27:24.550 --> 00:27:47.930

David F: tightening our belts a little bit. The mortgage rate is high, the gas rates high, the fuels, you know everything, food, food, inflation. So do you know, we we're not poor. We live enough for pension, and you know we do have, you know, foreign holiday a year, but you know we have had to cut back. We don't go out as much. We don't eat out as much. We don't have as many foreign holidays, you know, a a year as we used to, so there's a trade off that I was going through.

250

00:27:48.080 --> 00:27:57.339

David F: and in the ideal world. If if if money was no object, I would have you know I'd pay more, and I'd want all these animals to be up at welfare score of 80, 9,100.

251

00:27:57.370 --> 00:28:04.830

David F: But that's not. That's not the real world. And in the world I live in. So I was trying to make a trade off between, you know, if

252

00:28:04.940 --> 00:28:15.999

David F: 800 pound a year too much would start impacting on whether or not we have the holiday therefore, as much as I'd like the animals to feel better. I also want to go on a holiday myself

253

00:28:16.850 --> 00:28:19.459

David F: I was less concerned about.

254

00:28:20.300 --> 00:28:25.410

David F: Would I prefer a pig to have a better welfare score compared to a chicken

255

00:28:25.992 --> 00:28:27.497

David F: compared to account.

256

00:28:28.050 --> 00:28:31.580

David F: so, as I think you know, which is my personal view is I probably

257

00:28:31.830 --> 00:28:33.870

David F: want, and

258

00:28:34.150 --> 00:28:38.899

David F: and whether or not this could be factored, and whether or not it's not an issue I don't know is is, could

259

00:28:38.990 --> 00:28:41.750

David F: or made clearer.

260

00:28:43.350 --> 00:28:44.100

David F: Could

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00:28:44.220 --> 00:28:56.879

David F: could the same amount of money give a higher welfare score to more chickens? Yeah, I'm guessing that it's cheaper to do chickens, because the smaller and possibly need less land than than it is, say for pigs or cows

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00:28:57.100 --> 00:29:12.429

David F: that might be making it a bit too complicated for the survey, then, because that possibly would influence me, I'd try to do the greater good for the greater number of animals for the same amount, regardless of whether or not it was a pig, a cow, or a lamb, or a

263

00:29:12.560 --> 00:29:13.560

David F: a chicken.

264

00:29:13.740 --> 00:29:14.390

David F: so.

265

00:29:14.390 --> 00:29:27.199

Richard Bennett: Can I ask? Will you influence cause? There was some information just before you answered the questions about the size of the popular animal populations that we use to produce those products. Did that influence you at all?

266

00:29:28.380 --> 00:29:33.709

David F: I do remember reading it. You know how many millions of cows and stuff like that, and I booked to be fair.

267

00:29:34.386 --> 00:29:54.929

David F: I do tend to go into, you know, logical, rational facts and doing things quickly. Mode. I always have done thing. You know, these personality to try monitor things when you're at work, and I've always been a strong Esj, do you know, you know, do things very quickly and stuff. So by the time I actually got in, stuck into doing it.

268

00:29:55.287 --> 00:30:10.762

David F: forgot about the number of animals, and if I'd slowed down and remembered it, I probably could have worked out worked out myself. Then you know the the I guess the the answer to my question before, and but I didn't. I'd forgotten about that cause. I'd just gone into task completion.

269

00:30:11.060 --> 00:30:15.810

Richard Bennett: Yeah, now, that's fair enough. It's only because it, you know, in that it talks about

270

00:30:16.030 --> 00:30:27.760

Richard Bennett: billions of meat chickens, for example, compared with millions of dairy cows. So there's a there's a you know, in that. In that information. There, there, there's there's quite a big, big difference.

271

00:30:27.830 --> 00:30:32.999

Richard Bennett: I don't wanna put words in your mouth, but I'm getting the impression that you



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00:30:33.410 --> 00:30:37.459

Richard Bennett: were looking very hard at the increase in the food bill

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00:30:37.860 --> 00:30:49.351

Richard Bennett: and thinking about whether that was a reasonable price to pay and not looking quite so hard, perhaps, at the Welfare school levels. You're looking at them. You're thinking where they're going up.

274

00:30:49.940 --> 00:30:52.640

Richard Bennett: so can I. How much can I afford?

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00:30:52.990 --> 00:30:59.199

Richard Bennett: And then going for the amount that you that you afford that you could afford? Is that is that right?

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00:30:59.510 --> 00:31:19.970

David F: That that definitely. Yeah, I did see. Do you know, 2, 4, 5 pound was getting some animals up to a 60 score, and I think there was a a 15 or 16 pounds a week, which obviously then is up to 800 pound. Here I got some animals up to 90. So I was doing both. But 90% of my decision making was influenced by how much it would cost me rather than

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00:31:19.980 --> 00:31:24.361

David F: rather than what the absolute increase in the welfare score was.

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00:31:24.760 --> 00:31:27.919

Richard Bennett: Yeah, okay, now, that's good. And and did you.

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00:31:28.580 --> 00:31:32.499

Richard Bennett: did you make the assumption that more money is better welfare?

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00:31:34.020 --> 00:31:35.110

Richard Bennett: The.

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00:31:36.420 --> 00:31:47.381

David F: I did make the assumption, I mean, do you know, again slowing down now thinking about, I think you know more, you know, so some money would need to go to putting in regulations. Do you know,

monitoring, you know,

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00:31:48.090 --> 00:31:58.364

David F: awareness and communication for for farmers and factories? You know, maybe maybe printing that changing the labels actually on the food for the welfare score.

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00:31:58.810 --> 00:32:12.110

David F: but I I did make the assumption that the vast majority, if not all of my increased spend would be going towards helping the animals, I said, probably that's that's not realistic. Now, thinking about it.

284

00:32:13.050 --> 00:32:25.590

Richard Bennett: Cause. It's interesting that there was. There was a there were a couple of questions. There was one which was really interesting, that you went back on cause you you you ticked the 10 pounds, and then you you went on to the next question, and they thought, Hang on

285

00:32:25.670 --> 00:32:28.665

Richard Bennett: 1010 pounds. That's a lot, isn't it?

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00:32:29.080 --> 00:32:46.819

Richard Bennett: And you went back and you and you changed it actually for that particular option. You got a bit more welfare, as it were, for your 1010 pounds. I think the other one was 2 pounds. I think you didn't get much more welfare compared to the 2 pounds, and so you went back, and you you did the 2 pounds.

287

00:32:46.960 --> 00:32:53.029

Richard Bennett: But there was another question where the well, the Welfare schools were exactly the same

288

00:32:53.100 --> 00:32:55.719

Richard Bennett: for the 2 improvements.

289

00:32:56.980 --> 00:33:01.389

Richard Bennett: and one was 2 pounds. One was 4 pounds, and you chose the more expensive one.

290

00:33:01.550 --> 00:33:03.450

Richard Bennett: and I'm just like to.

291

00:33:03.790 --> 00:33:09.054

Richard Bennett: Ca, can you talk me through, why, you chose the the the most.

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00:33:09.460 --> 00:33:15.719

David F: Because I was going too quick, and I missed the fact that the scores were the same, and also would have gone for the 2 pound one. I just.

293

00:33:15.720 --> 00:33:28.269

Richard Bennett: Let me before you before you completely answer that, let me tell you that. There, there, we've come across quite a few people that do exactly the same thing. So it's not it's it's not something that you've done wrong.

294

00:33:31.890 --> 00:33:42.400

Richard Bennett: so do you? Wanna just just think again about why you cause. I don't think you were ticking randomly. Let's just put it that way. So I'm trying not to lead you into your answer.

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00:33:42.750 --> 00:33:47.590

David F: i i i'd gone with the assumption that the more money I spend

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00:33:47.710 --> 00:33:57.579

David F: the better the better the welfare scores would be. The 1st few times I was clicking. I was checking a little bit more detail the welfare scores.

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00:33:57.730 --> 00:33:59.830

David F: But I ended up then.

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00:34:00.210 --> 00:34:08.810

David F: as as you know, when I got onto question number 6, 8, 10, or however many was there that speeded up, and I was just pretty much going

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00:34:08.909 --> 00:34:17.843

David F: quickly on. How much it was gonna cost me, with the option which I now know to be not always right, that

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00:34:18.409 --> 00:34:28.819

David F: 4 pound would increase the welfare scores more than 2 pound does and 10 pound increase it more than 5 pound does. So yeah. So i i i

301

00:34:28.989 --> 00:34:33.827

David F: had stopped looking in detail at the red welfare scores and just went on the money.

302

00:34:34.130 --> 00:34:40.850

Richard Bennett: Yeah, okay. So do you think if if you'd have looked at the Welfare schools and you'd have seen they were exactly the same.

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00:34:40.880 --> 00:34:43.839

Richard Bennett: And one was 2 pounds, and one was 4 pounds.

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00:34:44.080 --> 00:34:49.270

Richard Bennett: Would you have chosen the 2 pounds, or might have? Might you still have chosen the 4 pounds? Oh.

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00:34:49.270 --> 00:34:58.300

David F: I would have, I would have definitely chosen the 2 pounds. And I'm gonna get the same result for 2 pounds. You know, I spend 4 pounds a week at 100 pound a year, and it's not achieving anything.

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00:34:59.090 --> 00:35:00.670

Richard Bennett: Okay. Now that that's

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00:35:01.780 --> 00:35:03.684

Richard Bennett: that's fine. That's good.

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00:35:04.580 --> 00:35:12.858

Richard Bennett: Any of the other questions that you that you thought? Well, that's a bit confusing, or it's difficult, or I don't like answering that, or.

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00:35:13.920 --> 00:35:22.250

David F: No, no, it was all all, all good, straight, all good and straightforward. Yeah, apart from the the first, st as I as I started doing the options.

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00:35:22.540 --> 00:35:23.540

David F: and

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00:35:23.980 --> 00:35:36.289

David F: the the only thing I mentioned earlier is easy. I quickly

worked out. After 2 or 3 times being asked very similar question, you know, worked out that he was trying to get me to do the trade offs, to see where, where you know how I would make the decision, and

312

00:35:36.340 --> 00:36:02.189

David F: what's my absolute amount of money? I'm prepared to spend ball. So do you know, do I have a preference of which type of animal? So yeah, that became clear as I started doing it. It wasn't immediately clear when I did the 1st one or 2 of them. But yeah, I think other than stating that bluntly up front. And then you risk perhaps leading people which then wouldn't be good, I guess. So I think it was all straightforward. Yeah, it was all clear.

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00:36:02.570 --> 00:36:10.380

Richard Bennett: Good. And you you understood all the information presented to you. Okay, because it was a fair block of information wasn't there before you started.

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00:36:10.380 --> 00:36:17.279

David F: Yeah, yeah, it's all, all, all straightforward. Yeah, all good. I didn't think it was particularly too long or anything. So so yeah, that was absolutely fine.

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00:36:17.670 --> 00:36:30.000

Richard Bennett: That's that's that's good. That's really. I mean, you scanned it really efficiently, I have to say, because you did it very quickly. But but it it seemed as though you certainly were picking up all the main points from it. Yep.

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00:36:30.350 --> 00:36:51.469

David F: Yeah, I said, Yeah, well, and I used to do that at work. I still do. Now I'm reading, and I think I do read very, very quickly, and I do think I pick up 90 95 of the the main points, you know. Occasionally you might miss the peripheral point, you know. So I missed the fact that obviously that the 2 pound and the 4 pound welfare scores were the same.

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00:36:51.770 --> 00:36:57.679

Richard Bennett: Yeah, no, no, no, that. Because this is a test one, we're not trying to trick anyone. This is a test

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00:36:57.750 --> 00:37:00.060

Richard Bennett: that we're trying to understand, and

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00:37:00.410 --> 00:37:06.619

Richard Bennett: because of the complexity, because it's it's quite complex that those those choice questions in a way.

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00:37:06.986 --> 00:37:25.709

Richard Bennett: A lot of people will will have a shortcut will have a a rule of thumb that they use to to decide which of them and what we found just before we finish you might find interesting. What we found is, there's quite a few people that just say, Well, I'm prepared to pay up to 5 pounds a week, say

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00:37:25.800 --> 00:37:28.930

Richard Bennett: to improve welfare. So they will tick.

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00:37:29.210 --> 00:37:39.290

Richard Bennett: Some people will tick any option as long as it's not more than 5 pounds. That's their sort of contribution to improving welfare, which is a a quick, and

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00:37:39.330 --> 00:37:43.330

Richard Bennett: for them relatively easy way of answering all those all those questions.

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00:37:44.755 --> 00:37:54.829

Richard Bennett: And that's fine cause. That's they may do that in the supermarket as well. That may be the way they buy things in the supermarket, I think. Well, I'm gonna buy best of stuff as long as it's no more than

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00:37:54.840 --> 00:37:56.069

Richard Bennett: you know. X.

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00:37:56.360 --> 00:37:58.680

David F: Yeah, yeah, that sounds understandable. Yeah.

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00:37:58.890 --> 00:37:59.234

Richard Bennett: Yeah.

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00:38:00.238 --> 00:38:09.810

Richard Bennett: David, thank you so much. Let's let's finish because we started a couple of minutes early. That was really helpful. Have you got any questions for me before we.

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00:38:10.200 --> 00:38:13.990

David F: No, it's all good. So thank you, and and good luck with the

rest of them.

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00:38:13.990 --> 00:38:16.790

Richard Bennett: Thanks. You've been really helpful, David. Thank you again.

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00:38:16.790 --> 00:38:18.070

David F: Okay, tase bye. Now.

332

00:38:18.070 --> 00:38:18.860

Richard Bennett: Bye.