

WEBVTT

1

00:00:47.270 --> 00:00:48.867

FieldworkHub - Brandy: I don't know.

2

00:00:49.400 --> 00:00:55.976

Richard Bennett: Why, Vanessa, I managed to. Well, I signed in as me as if I was the host, but I didn't think I was the host, so.

3

00:00:56.220 --> 00:01:02.370

FieldworkHub - Brandy: Okay, okay, I'm glad it's working. I can see our respondent is running late. Let me just give her a nudge.

4

00:01:02.940 --> 00:01:04.120

Richard Bennett: Alright! Thanks.

5

00:03:05.460 --> 00:03:12.850

FieldworkHub - Brandy: Hi, Richard, just to let you know. She she tried to log on, but she's having some issues. I'm just resending the link to her. It shouldn't take too long.

6

00:03:13.180 --> 00:03:13.810

Richard Bennett: Banks.

7

00:03:13.810 --> 00:03:14.400

FieldworkHub - Brandy: Okay.

8

00:04:24.920 --> 00:04:30.269

FieldworkHub - Brandy: Alright. I'll share the link again with her. I'll stay online until she's she's here, and then I'll drop off.

9

00:04:30.630 --> 00:04:31.500

Richard Bennett: Thank you.

10

00:04:51.780 --> 00:04:52.870

Richard Bennett: Hi, Emma!

11

00:04:54.670 --> 00:04:56.270

Emma: Hi! There! How are you?

12

00:04:56.270 --> 00:04:59.449

Richard Bennett: Hi, yeah, I'm fine. Thanks, thanks for joining.

13

00:05:00.340 --> 00:05:01.749

Emma: Thank you for helping me.

14

00:05:02.160 --> 00:05:05.535

Richard Bennett: I'm sorry you had problems not not to worry.

15

00:05:06.330 --> 00:05:13.159

Richard Bennett: Emma, let's let's make a start. So my name's
Richard Bennett. I'm a researcher from the University of Reading.

16

00:05:13.570 --> 00:05:17.629

Richard Bennett: and we want your help with

17

00:05:18.350 --> 00:05:24.110

Richard Bennett: helping us to test a questionnaire that we're going
to use for a survey

18

00:05:24.785 --> 00:05:30.999

Richard Bennett: the way I'd like you to help us, please, is to fill
in the questionnaire online. Now.

19

00:05:31.000 --> 00:05:31.810

Emma: Right.

20

00:05:32.430 --> 00:05:34.290

Richard Bennett: And just to

21

00:05:34.500 --> 00:05:36.480

Richard Bennett: think at aloud.

22

00:05:36.850 --> 00:05:44.879

Richard Bennett: yeah, so think out loud. So verbalize what you're
thinking about as you go through the questionnaire. And as you do,
the questions.

23

00:05:45.130 --> 00:05:45.615

Emma: Okay.

24

00:05:46.100 --> 00:05:54.519

Richard Bennett: Be questions like, What's your weight? So you might
say, Oh, what's my age? Yeah, okay, that's an easy one. Or you know,

whatever is in your mind.

25

00:05:54.520 --> 00:05:55.210

Emma: Right.

26

00:05:55.210 --> 00:05:57.389

Richard Bennett: Is, we want to understand

27

00:05:57.400 --> 00:06:03.069

Richard Bennett: how you answer the questions and what your reasoning is behind them. Does that make sense to you?

28

00:06:03.410 --> 00:06:04.649

Emma: It does us.

29

00:06:04.650 --> 00:06:13.919

Richard Bennett: Okay, and what you'll end up doing probably is, is talking almost continuously for the next 15 min, or however long it takes you to fill in the questionnaire.

30

00:06:14.420 --> 00:06:22.829

Richard Bennett: So if that's okay, what I'm gonna do is I'm gonna just give you a link to the questionnaire in the chat.

31

00:06:23.150 --> 00:06:24.040

Emma: Okay.

32

00:06:24.590 --> 00:06:30.650

Richard Bennett: Let's just do that. Now, let's just do that now. Sure.

33

00:06:32.030 --> 00:06:35.370

Richard Bennett: Okay, that's coming to you. Now that should be there. Now.

34

00:06:35.970 --> 00:06:38.049

Emma: Right, I'm just gonna click on it.

35

00:06:43.980 --> 00:06:44.990

Emma: Rights.

36

00:06:45.090 --> 00:06:46.130

Emma: Oh, yeah.

37

00:06:46.130 --> 00:06:54.299

Richard Bennett: To share your screen, Emma, cause that will make it easier for me to to know where you are in the questionnaire. As you're talking about it.

38

00:06:55.300 --> 00:06:57.190

Emma: Yes, I'll try.

39

00:06:57.190 --> 00:06:58.630

Richard Bennett: That would be brilliant.

40

00:06:59.080 --> 00:07:00.869

Richard Bennett: because unless you have

41

00:07:01.600 --> 00:07:06.450

Richard Bennett: big problems with filling it in, and then I'll come back to you. I'm just going to.

42

00:07:06.660 --> 00:07:10.470

Richard Bennett: I'm just going to mute, and I'm going to leave you to fill it in

43

00:07:10.540 --> 00:07:14.389

Richard Bennett: and to talk about how you're doing it as you go through. Is that okay?

44

00:07:14.820 --> 00:07:16.120

Emma: That's fine. Yes.

45

00:07:16.120 --> 00:07:18.310

Richard Bennett: And then we'll have a little chat afterwards.

46

00:07:18.790 --> 00:07:19.530

Emma: Okay.

47

00:07:19.530 --> 00:07:24.579

Richard Bennett: It's for 5 or 7 min. Yeah, brilliant. So off you go.

48

00:07:25.260 --> 00:07:28.569

Emma: But well, let's start with my 1st name, which is Double Bubble.

49

00:07:31.640 --> 00:07:38.290

Emma: Then I'm going to move into this one about shopping, so I do all of my food shopping because I live alone.

50

00:07:38.990 --> 00:07:42.189

Emma: Age easy. Just turned 36

51

00:07:43.800 --> 00:07:49.050

Emma: animal products that I eat. Okay? Well, the main one is chicken.

52

00:07:49.200 --> 00:07:55.240

Emma: I do occasionally have pig's meat and lamb not really into beef. To be honest.

53

00:07:55.470 --> 00:07:57.679

Emma: do I have to have it? And I do have eggs?

54

00:08:00.120 --> 00:08:08.410

Emma: How much do I spend on food each week definitely less than 50? I'm very good at, you know, budgeting. So I know how to keep it within

55

00:08:08.590 --> 00:08:10.630

Emma: certain limits.

56

00:08:13.860 --> 00:08:17.879

Emma: How much do I spend on chicken meat during a

57

00:08:18.430 --> 00:08:19.830

Emma: normal wick

58

00:08:19.870 --> 00:08:21.500

Emma: up to a father

59

00:08:22.150 --> 00:08:27.599

Emma: because of our habit. Usually Friday, Saturday, Sunday. Monday. So wonder fiber!

60

00:08:28.580 --> 00:08:32.780

Emma: I don't actually eat beef so spare nothing on beef

61

00:08:34.210 --> 00:08:37.330

Emma: spend on lamb during a normal week.

62

00:08:38.730 --> 00:08:43.950

Emma: I would say it depends. I don't have it that much, but when I do wonder why? But again

63

00:08:45.510 --> 00:08:49.610

Emma: and the same would pick me under a flag. But because I don't have it. That much

64

00:08:52.210 --> 00:08:53.750

Emma: dairy products.

65

00:08:55.130 --> 00:08:59.850

Emma: I would say the main one would be cheese. Milk don't usually have.

66

00:08:59.920 --> 00:09:02.540

Emma: So again under a fiber

67

00:09:04.590 --> 00:09:12.399

Emma: and eggs again. I only buy them if I'm baking something special, which isn't very often. So again, under a fiber.

68

00:09:14.350 --> 00:09:22.890

Emma: do I have concerns about do concerns about the welfare of animals, influence my buying decisions

69

00:09:26.140 --> 00:09:28.279

Emma: to an extent. Yes.

70

00:09:30.500 --> 00:09:33.939

Emma: if I know for a fact, if it says on the packaging

71

00:09:33.970 --> 00:09:40.479

Emma: that animals have been harmed, I usually avoid those kind of products. So I'll take this box.

72

00:09:43.230 --> 00:09:46.519

Emma: and I'm moving on to the multiple choice ones now.

73

00:09:46.860 --> 00:09:55.500

Emma: So I am well informed about how farm animals are treated in the process of producing our food and our products.

74

00:09:57.380 --> 00:10:10.199

Emma: It depends, I mean, like, I said, I read the packaging. So I'm only informed, based on what meat products I pick up depending on what's on the packaging. So I'm gonna pick somewhat agree.

75

00:10:11.140 --> 00:10:20.029

Emma: I'm not one to do my own research per se. I usually just you know. Believe what the supermarkets tell me regarding the meat that I buy.

76

00:10:20.480 --> 00:10:24.860

Emma: I am concerned about the way animals in the UK. Are treated. Yes.

77

00:10:26.750 --> 00:10:27.969

Emma: I think that

78

00:10:28.250 --> 00:10:35.420

Emma: food products from animals with high levels of welfare taste better, definitely. Yeah.

79

00:10:36.850 --> 00:10:42.219

Emma: I think food products from animals without levels of welfare are healthier.

80

00:10:42.630 --> 00:10:45.559

Emma: I would definitely say yes as well. To this.

81

00:10:45.850 --> 00:10:47.840

Emma: I think there's some accommodated.

82

00:10:48.370 --> 00:10:52.500

Emma: I think, food products from animals with high levels of welfare.

83

00:10:53.164 --> 00:10:57.069

Emma: Better for the environment. And again, yes, to this

84

00:10:57.710 --> 00:10:59.530

Emma: next questions.

85

00:11:02.980 --> 00:11:04.060

Emma: okay.

86

00:11:06.020 --> 00:11:09.480

Emma: so this looks like a lot to a hundred exercise.

87

00:11:13.590 --> 00:11:16.180

Emma: Okay, interesting scores.

88

00:11:19.730 --> 00:11:22.330

Emma: 40 out of a hundred is not very good.

89

00:11:25.140 --> 00:11:27.130

Emma: This does not sound good.

90

00:11:48.780 --> 00:11:56.859

Richard Bennett: Emma Louise, Louise, do you want to just share your thinking as as you're reading? I know you're you're sort of reading. If you just share.

91

00:11:56.860 --> 00:12:07.270

Emma: I was shocked. Yeah, cause I was thinking that we actually took better care of our animals. So I'm reading well, out of 150 out of 100. I'm a bit disappointed, I'm thinking.

92

00:12:07.420 --> 00:12:10.280

Emma: I'm pretty sure other countries do better than us.

93

00:12:10.350 --> 00:12:12.549

Emma: so I'm a bit sad to hear that

94

00:12:12.750 --> 00:12:16.859

Emma: the animals don't appear to be cared for as much as I thought.

95

00:12:17.540 --> 00:12:18.720

Emma: Alter

96

00:12:18.840 --> 00:12:20.910

Emma: we definitely can do that stuff.

97

00:12:22.060 --> 00:12:23.570

Emma: We have to do better.

98

00:12:31.350 --> 00:12:40.629

Emma: I do think that we are a rich country, so I'm willing to pay a bit more if it means the animals are healthier and happier, and willing to make that sacrifice.

99

00:12:40.710 --> 00:12:44.419

Emma: I truly believe that you know they were better. So

100

00:12:45.900 --> 00:12:48.789

Emma: I am quite deflated here, and I'm not gonna lie.

101

00:12:50.890 --> 00:12:54.409

Emma: And tomorrow is my food shopping day. So it's like.

102

00:12:54.810 --> 00:12:57.820

Emma: what do I pick now after reading this?

103

00:12:58.420 --> 00:13:01.380

Emma: Okay? So I've got the 3 choices here

104

00:13:02.480 --> 00:13:05.019

Emma: and based on these welfare scores.

105

00:13:05.100 --> 00:13:08.009

Emma: And how it affects my weekly food, Bill.

106

00:13:10.890 --> 00:13:12.890

Emma: I have 3 choices

107

00:13:16.190 --> 00:13:18.889

Emma: gonna go for the the highest one

108

00:13:19.000 --> 00:13:19.830

Emma: hair.

109

00:13:23.770 --> 00:13:32.140

Emma: It makes no difference to me. I know how to shop around, so I'm willing to pay more, for you know the Me and the Derby.

110

00:13:32.170 --> 00:13:34.470

Emma: if it increases their well-being.

111

00:13:34.580 --> 00:13:36.459

Emma: And again, for this one.

112

00:13:43.080 --> 00:13:45.129

Emma: can I go 10 pound a week.

113

00:13:45.370 --> 00:13:48.400

Emma: I've just been given a pay rise at work. So yes, I can.

114

00:13:49.130 --> 00:13:50.889

Emma: I have the means to pay.

115

00:13:51.650 --> 00:13:53.220

Emma: and for this one

116

00:13:56.290 --> 00:13:58.500

Emma: 3 pound a week. Yes.

117

00:14:01.110 --> 00:14:03.030

Emma: and for these ones

118

00:14:08.010 --> 00:14:10.129

Emma: I would go for this one as well.

119

00:14:11.610 --> 00:14:15.660

Emma: bearing in mind the only bit that I mainly eat is checking soul.

120

00:14:15.870 --> 00:14:22.839

Emma: It doesn't really affect the other animals as much. But chicken, Kenya, and willing to pay more if they're treated better.

121

00:14:25.520 --> 00:14:29.239

Emma: Now for this one. I'm not paying 16 pound a week more.

122

00:14:29.510 --> 00:14:37.160

Emma: My limit is 10 pounds. So anything over 10 pounds as much as I agree with well-being and welfare and everything

123

00:14:37.210 --> 00:14:42.190

Emma: I do have a limit. So for this one, it's going to have to be 4 pounds at the highest.

124

00:14:43.690 --> 00:14:45.589

Emma: and then the same again here

125

00:14:49.240 --> 00:14:50.859

Emma: and then for this one.

126

00:14:51.030 --> 00:14:52.720

Emma: 2 pounding face.

127

00:14:59.720 --> 00:15:02.470

Emma: Oh, this one, yes, 6 pounds.

128

00:15:04.460 --> 00:15:15.049

Emma: simply because I'm looking at the scores. And I'm thinking it makes a bit of a difference. So yeah, I'm willing to do that. And again, 10 pound a week is my limit.

129

00:15:15.070 --> 00:15:16.610

Emma: So I can do that

130

00:15:17.220 --> 00:15:18.559

Emma: for this one.

131

00:15:19.750 --> 00:15:21.609

Emma: And then again here again.

132

00:15:27.450 --> 00:15:29.960

Emma: and for this one

133

00:15:31.790 --> 00:15:38.110

Emma: now my limit is 10 pounds, but I believe her I can stretch to 12 only as old, you know

134

00:15:39.370 --> 00:15:40.300

Emma: one off.

135

00:15:41.620 --> 00:15:44.269

Emma: But here again, 4 pounds.

136

00:15:44.820 --> 00:15:47.209

Emma: and to the next page.

137

00:15:48.300 --> 00:15:51.359

Emma: reasoning behind my choices, okay.

138

00:15:51.600 --> 00:15:53.909

Emma: so I'm going to put. I can afford.

139

00:15:56.880 --> 00:15:58.529

Emma: I can slightly

140

00:15:58.600 --> 00:15:59.720

Emma: afford

141

00:16:00.050 --> 00:16:01.330

Emma: to pay more

142

00:16:02.200 --> 00:16:04.090

Emma: due to my pay buys.

143

00:16:04.610 --> 00:16:06.420

Emma: which starts this month

144

00:16:10.340 --> 00:16:12.570

Emma: due to Michael won't pay. Wise

145

00:16:13.490 --> 00:16:15.670

Emma: meat is important.

146

00:16:17.100 --> 00:16:18.429

Emma: and our care

147

00:16:24.780 --> 00:16:26.790

Emma: how to meat animals.

148

00:16:27.670 --> 00:16:29.150

Emma: I'll treat it

149

00:16:35.040 --> 00:16:39.679

Emma: when making my choices, which beaches from the list, do I consider

150

00:16:40.580 --> 00:16:43.410

Emma: I did look at my weekly household bill.

151

00:16:44.370 --> 00:16:48.520

Emma: I looked at the chicken mainly because that's the main one that I

152

00:16:48.590 --> 00:16:49.890

Emma: consumed.

153

00:16:51.320 --> 00:16:54.429

Emma: And to what extent do I agree or disagree?

154

00:16:54.510 --> 00:16:57.940

Emma: I have confidence in the responses I've given

155

00:16:58.040 --> 00:16:59.679

Emma: to the willingness to

156

00:16:59.780 --> 00:17:02.260

Emma: paid choice questions agree.

157

00:17:02.520 --> 00:17:06.759

Emma: I understood the information presented to me. Yes, it was clear as day.

158

00:17:07.310 --> 00:17:10.990

Emma: I trust the animal scoring method described agree.

159

00:17:11.910 --> 00:17:16.330

Emma: I trust that the farms will be properly monitored, agree

160

00:17:17.740 --> 00:17:20.880

Emma: actually, for this one, I might change it because

161

00:17:22.480 --> 00:17:27.149

Emma: I don't know how that's going to be implemented under the Labor Government will have to say

162

00:17:27.760 --> 00:17:32.289

Emma: so, even though I want the chickens and the meat and everything to be treated better.

163

00:17:32.750 --> 00:17:37.280

Emma: We also need to have the right resources put in place and bombs. So

164

00:17:37.550 --> 00:17:43.800

Emma: I'm not sure for this one, but I do believe we do have a moral obligation to take care of our animals.

165

00:17:46.210 --> 00:17:52.029

Emma: And I would like to see this woeful, so scoring system in late. But yeah, that would definitely help me a lot.

166

00:17:53.100 --> 00:17:54.520

Emma: It would hurt me a lot.

167

00:17:54.660 --> 00:18:01.930

Emma: I would like the idea of regulation to improve the welfare levels of all farm animals. Yes, that makes a big difference.

168

00:18:02.820 --> 00:18:08.279

Emma: I've not paid attention to questions in this survey. That's a trick question. Of course I have

169

00:18:08.360 --> 00:18:09.650

Emma: statistically

170

00:18:10.250 --> 00:18:15.889

Emma: how many people over 16 live in my house? It's just me. I don't have anyone under 16,

171

00:18:17.040 --> 00:18:21.450

Emma: and it's a 1-person household, because it's just me. I'm

female.

172

00:18:21.750 --> 00:18:24.760

Emma: Our level of education degree

173

00:18:25.330 --> 00:18:28.769

Emma: ethnic black soul and black British.

174

00:18:29.450 --> 00:18:32.860

Emma: and I'm from Manchester, which is in the Northwest.

175

00:18:33.990 --> 00:18:36.890

Emma: My household income is openly special.

176

00:18:37.460 --> 00:18:42.060

Emma: and I am full time employed, so I'm employee.

177

00:18:43.410 --> 00:18:45.140

Emma: and that's the end of it.

178

00:18:46.530 --> 00:18:54.015

Richard Bennett: Brilliant. Well well done, that was that was very efficiently done. And you explain things very well. Thank you

179

00:18:54.430 --> 00:18:59.140

Richard Bennett: very much. So I'm gonna try and put my video back on

180

00:18:59.720 --> 00:19:00.560

Richard Bennett: oop.

181

00:19:01.750 --> 00:19:02.799

Richard Bennett: Here we go.

182

00:19:02.940 --> 00:19:07.429

Richard Bennett: and thanks for for sharing your screen as well. That was, that was that was really good.

183

00:19:07.860 --> 00:19:08.820

Emma: Cowboys.

184

00:19:10.170 --> 00:19:14.090

Richard Bennett: Okay. How did you find the questionnaire?

185

00:19:15.580 --> 00:19:19.619

Emma: I thought provoking. I was very deflated to her

186

00:19:19.680 --> 00:19:25.289

Emma: of the welfare of the animals in the Uk. I truly thought that we would have treated them a bit better.

187

00:19:25.800 --> 00:19:28.440

Emma: so I was a bit shocked when I read the scores.

188

00:19:29.090 --> 00:19:29.710

Richard Bennett: Yep.

189

00:19:32.090 --> 00:19:36.644

Richard Bennett: yeah. People tend tend to be a little bit a little bit shocked by

190

00:19:38.510 --> 00:19:40.770

Richard Bennett: did you find those questionnaire?

191

00:19:41.170 --> 00:19:46.750

Richard Bennett: Well, did you the information I think you ticked was was fine. You understood it all.

192

00:19:48.453 --> 00:19:55.319

Emma: It was self explanatory, and I like the fact that you know you use different questioning methods for different themes.

193

00:19:56.590 --> 00:19:56.920

Richard Bennett: Good.

194

00:19:56.920 --> 00:20:00.590

Emma: To get, you know, different information out of me. That was quite useful.

195

00:20:01.920 --> 00:20:09.580

Richard Bennett: So in terms of difficulty, of answering the questionnaire. How easy or difficult did you find it.

196

00:20:10.130 --> 00:20:13.659

Emma: It was quite easy. I believe a five-year-old could do it basically

197

00:20:14.750 --> 00:20:21.619

Emma: straightforward, or maybe because I've done a lot of these throughout my life. I'm just used to different questionnaires.

198

00:20:21.620 --> 00:20:22.859

Richard Bennett: Yeah, yeah.

199

00:20:23.610 --> 00:20:24.920

Emma: About practice.

200

00:20:25.230 --> 00:20:44.089

Richard Bennett: Well, yeah, I actually, the people we're gonna do it on will also have had practice because it's an online who are gonna be doing it, and so that they'll be used to doing questionnaires as well. What about the choice experiments cause you? You seem to develop a a good sort of quick way of deciding

201

00:20:44.416 --> 00:20:58.110

Richard Bennett: which which choice you were going to go with. You didn't go with any of the status quo. The current situation. You you tried to improve welfare in each each of the choices. Can you just take me through how you decided

202

00:20:58.740 --> 00:21:01.839

Richard Bennett: what you were looking at and how you decided, please, yeah.

203

00:21:01.840 --> 00:21:03.760

Emma: I was looking at.

204

00:21:04.730 --> 00:21:11.889

Emma: the price increase. How it would impact on all the animals, especially chickens again, because that's the one I eat the most.

205

00:21:12.030 --> 00:21:30.059

Emma: so the ones that took care of the chickens the better, even though it was a bit pricey for me. I'm looking at the fact that I've been given a pay rise, so I can afford to spend a bit more money on the chickens, so why not make them better? You know, if I'm going to be eating it, I want to be happy that the chickens are happy. So that's my.

206

00:21:30.210 --> 00:21:32.469

Emma: you know my main thought process.

207

00:21:32.740 --> 00:21:42.109

Richard Bennett: Okay. And and did you realize early on that? It's only the red scores that were changing from the current situation?

208

00:21:42.850 --> 00:21:44.080

Emma: Abu Shah.

209

00:21:44.530 --> 00:21:55.859

Richard Bennett: Yeah. And so were you looking? Were you looking for? Were you looking at the chicken and thinking, Has that got a red score next to it, so is it. Is it changing or not?

210

00:21:56.360 --> 00:22:03.220

Emma: Yeah, that was my main thing. I think I cared more about the chicken and any other animal. Don't if that's a bit bias. But

211

00:22:03.450 --> 00:22:06.770

Emma: obviously I cared for Dovers as well. But yeah.

212

00:22:06.770 --> 00:22:13.509

Richard Bennett: You mentioned some of the others, didn't you? As you went through you? You were sort of looking at those as well. Yeah. Yeah.

213

00:22:14.450 --> 00:22:17.863

Richard Bennett: So some of the options that you chose

214

00:22:19.220 --> 00:22:21.070

Richard Bennett: you chose more money.

215

00:22:21.190 --> 00:22:29.289

Richard Bennett: but you weren't getting either. You weren't getting any more welfare, or you are only getting a little bit more.

216

00:22:29.940 --> 00:22:31.999

Richard Bennett: Can can you just take me

217

00:22:32.120 --> 00:22:37.379

Richard Bennett: through that? Because we're finding that people are are making decisions in the way that you have.

218

00:22:37.650 --> 00:22:45.700

Richard Bennett: you know, quite a lot of other people are doing the same thing. Can you just take me through? Why, you were tending to go with a higher value.

219

00:22:46.550 --> 00:22:47.630

Emma: Well, I

220

00:22:47.940 --> 00:22:49.020

Emma: link

221

00:22:49.320 --> 00:22:52.089

Emma: higher value money to better welfare.

222

00:22:52.230 --> 00:22:52.810

Richard Bennett: Yeah.

223

00:22:53.110 --> 00:22:57.409

Emma: So I would think that if I'm paying more money, more money has to go on.

224

00:22:57.720 --> 00:23:06.969

Emma: you know, taking better care of the animals. So what you're saying is true. What's the money going towards then? If they're getting more money, what's it being spent on.

225

00:23:06.970 --> 00:23:07.970

Richard Bennett: Yeah, bit like a call.

226

00:23:07.970 --> 00:23:08.890

Emma: Went, really.

227

00:23:08.890 --> 00:23:18.658

Richard Bennett: It. All the money would go to would would go to welfare. It's just we at the moment. We don't quite know how much it will take to improve welfare up to some of those amount.

228

00:23:19.150 --> 00:23:23.349

Richard Bennett: So we're just seeing how much people would be would be willing to pay.

229

00:23:23.981 --> 00:23:41.990

Richard Bennett: So yeah, we're not. We're not trying to trick anyone. We don't, you know. We're just trying to find out how much they would be willing to pay, and hence, how much is it worth to everyone to improve welfare by that amount? If we can devise various ways which we can to improve welfare?

230

00:23:42.567 --> 00:23:46.044

Richard Bennett: So we were only just started with the score at the moment. So

231

00:23:46.580 --> 00:23:47.300

Emma: To be.

232

00:23:47.300 --> 00:23:50.920

Richard Bennett: Quite well. This is a completely new method. So

233

00:23:51.050 --> 00:23:51.860

Richard Bennett: yeah,

234

00:23:52.940 --> 00:23:58.079

Richard Bennett: good. Okay. And you are happy with you. You were happy with your responses, weren't you?

235

00:23:58.770 --> 00:24:09.660

Emma: Yeah, like I said, I live by myself. If I had a family, maybe my score would have been different, cause I'm looking at. I've got more mouths to feed, but it's just me. So I've got more money to, you know, invest

236

00:24:09.680 --> 00:24:16.669

Emma: so that could be a possibility. People's living circumstances, income levels things like that.

237

00:24:16.940 --> 00:24:34.990

Richard Bennett: Yeah, no, I I think that's right. But no, quite sensibly. A lot of people are saying, well, I'm assuming that the more money I pay the better welfare can be, which is absolutely fine. That's absolutely true. And it's but it's useful to know that we need to know why people are answering in the way they are. Did you did you think they were?

238

00:24:35.060 --> 00:24:44.600

Richard Bennett: The questions were okay. There were the quite a few choice questions, weren't there. The 12, in fact, in total. Was that okay, or or too many or.

239

00:24:45.650 --> 00:24:49.509

Emma: 12 is just about right anymore. I probably would have gotten a bit bored.

240

00:24:49.510 --> 00:24:56.840

Richard Bennett: Yeah, I'm sure. Yeah, yeah, no, we? Well, I think we're finding that 12 is probably the the maximum for most people.

241

00:24:56.840 --> 00:24:57.710

Emma: Yeah.

242

00:24:58.167 --> 00:25:01.829

Richard Bennett: Yeah, no, that's that's that's that's really great.

243

00:25:03.660 --> 00:25:04.710

Richard Bennett: And

244

00:25:05.930 --> 00:25:07.220

Richard Bennett: did you?

245

00:25:08.720 --> 00:25:12.360

Richard Bennett: Did you take on board the fact that that regulation

246

00:25:12.710 --> 00:25:20.929

Richard Bennett: that's agreed by the government, and and industry means that all animals, all farm animals of that species. So if it says.

247

00:25:20.990 --> 00:25:29.810

Richard Bennett: chickens will increase from 40 to 60 meat chickens, then all meat chickens have to be kept at least 60. When.

248

00:25:29.810 --> 00:25:30.190

Emma: Yeah.

249

00:25:30.190 --> 00:25:49.060

Richard Bennett: Score across the whole country, so it would be illegal essentially to to keep chickens below that amount. But that also means that no one would be able to buy cheaper lower welfare

chicken in the country it would only be the higher welfare chicken that everyone would buy.

250

00:25:50.800 --> 00:25:57.670

Emma: Well, that's good cause. It means that we don't become healthier because we're consuming healthier chickens. So that's good for everybody.

251

00:25:57.670 --> 00:26:06.049

Richard Bennett: Yeah, no, it is. But, as you say, as long as you can afford it, of course, otherwise you gotta cut down, haven't you? On the the amount you eat, maybe, or.

252

00:26:06.280 --> 00:26:07.880

Richard Bennett: yeah, yeah.

253

00:26:08.216 --> 00:26:19.310

Emma: Yeah, or maybe just like over plan alternatives like lots of people are becoming vegan or vegetarians. That pushing that as a healthier option as well, so that could be that option.

254

00:26:19.310 --> 00:26:21.769

Richard Bennett: Yeah, very true, very true.

255

00:26:22.240 --> 00:26:26.360

Richard Bennett: Any other points or thoughts you have about the questionnaire.

256

00:26:28.410 --> 00:26:38.709

Emma: I like the fact that it was just. It was an easy flow. There was some multiple choice, some questions where you had to really think so. I think it was a really good balance.

257

00:26:38.960 --> 00:26:42.940

Richard Bennett: Good. And what about all that information that you were given before?

258

00:26:42.980 --> 00:26:50.830

Richard Bennett: Was that too much, or was it was it okay? Or were there other things you needed more information about or less information about.

259

00:26:52.162 --> 00:26:56.699

Emma: Regarding the statistics maybe minimize that to a couple of

sentences.

260

00:26:57.585 --> 00:27:06.739

Emma: You don't want to bombard people with too much information. It's good that they know what's going on, but maybe not too much of that. Just the basics. Keep it simple.

261

00:27:06.740 --> 00:27:12.670

Richard Bennett: Yeah. And May, I was wondering as well whether to round up the number. You know. We just tell people the numbers of animals.

262

00:27:12.670 --> 00:27:13.330

Emma: Yeah.

263

00:27:13.700 --> 00:27:18.828

Richard Bennett: But maybe RAM the numbers up. I don't know why we say 1.1 billion

264

00:27:19.470 --> 00:27:21.120

Emma: I'm just gonna look at that bit.

265

00:27:21.120 --> 00:27:22.969

Richard Bennett: We could just say 1 billion, couldn't we? That's not.

266

00:27:22.970 --> 00:27:24.949

Emma: Yeah, that makes no difference. Okay.

267

00:27:24.950 --> 00:27:26.110

Richard Bennett: Yeah, yeah.

268

00:27:27.090 --> 00:27:33.200

Richard Bennett: that's really helpful. Thank you. Is it, Emma Louise, that your your name or Emma.

269

00:27:33.830 --> 00:27:37.239

Emma: Well, everyone just calls me Emma, cause it's easier, but it's up to you.

270

00:27:37.240 --> 00:27:46.780

Richard Bennett: Your. Your proper name is Emma Louise, so I will call you by your proper name, Emma Louise. Thank you very much, and

have a lovely evening and a great weekend. Thanks for your help.

271

00:27:47.380 --> 00:27:51.159

Emma: Thank you, and you yourself thank you for your time. You take care, Richard.

272

00:27:51.160 --> 00:27:52.980

Richard Bennett: Bye, and you thanks. Bye.

273

00:27:52.980 --> 00:27:54.180

Emma: I expect that.