

Block 1

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 answer the questions carefully. Thank you.

How much food shopping do you do for your household (including yourself)?

- ☐ All of the household's food shopping
- ☐ Most of the food shopping
- ☐ Quite a lot of the food shopping
- ☐ Very little of the food shopping
- ☐ None

What is your sex?

- ☐ Female
- ☐ Male

What is your age? Please insert number of years in the box below.

In what part of the UK do you live?

- ☐ North East England
- ☐ North West England
- ☐ Yorkshire and The Humber
- ☐ East Midlands of England
- ☐ West Midlands of England
- ☐ East England
- ☐ London
- ☐ South East England
- ☐ South West England
- ☐ Wales
- ☐ Scotland
- ☐ Northern Ireland

What is your total household income (before taxes and including income from investments, pensions and

benefits)?

- ☐ £0 - £19,999
- ☐ £20,000 - £27,999
- ☐ £28,000 - £34,999
- ☐ £35,000 - £41,999
- ☐ £42,000 - £49,999
- ☐ £50,000 - £58,999
- ☐ £59,000 - £68,999
- ☐ £69,000 - £83,999
- ☐ £84,000 - £144,999
- ☐ £145,000 and over

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

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

What animal products does your household eat? Please tick **all** that apply.

- ☐ Beef
- ☐ Lamb
- ☐ Pig meat
- ☐ Chicken
- ☐ Dairy products
- ☐ Eggs
- ☐ Other animal products (e.g. fish)
- ☐ No animal products

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

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

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

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

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

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

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

Do concerns about the welfare of animals influence your buying decisions?

☐ Yes

☐ No

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

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I feel well informed about how farm animals are treated.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am concerned about the way farm animals in the UK are treated.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think that food products from animals with high levels of welfare taste better.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I think that food products from animals with high levels of welfare are healthier to eat.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think that food products from animals with high levels of welfare are better for the environment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Block 2

Animal welfare measurement and welfare score

Animal welfare scientists and veterinarians have developed a method for measuring the welfare of farm animals that takes account of the extent to which the needs and wants of the animal are met and results in an overall welfare score from 0 to 100.

The score accurately represents the welfare of the animal in terms of its freedom from hunger, thirst, discomfort, pain, injury, disease, fear and distress, and the extent to which the animal can express normal behaviours and has a happy and contented life.

A score of zero denotes extreme suffering whereas a score of 100 denotes the highest level of welfare that could possibly be achieved. The method covers the entire life of the animal from birth to slaughter and involves regular independent monitoring of farms.

Currently, in the UK (to the nearest 10 point mark):

- laying hens have an average welfare score of 50/100
- meat chickens 40/100
- pigs 40/100
- beef cattle 60/100
- dairy cattle 40/100
- sheep and lambs 50/100

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, eggs and food with these ingredients, so that everyone will have to pay more for these food products, including you.

Your payment will be contributing to the higher welfare of farm animals throughout the UK.

Please choose out of the three options below your single most preferred option. If you do not like Choice 2 or Choice 3, choose Choice 1 which represents no change to current animal welfare levels and no change to your weekly food bill.

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.

In the UK, around 3 million cattle & calves, 11 million pigs, 14 million sheep and lambs and 1 billion chickens are used for meat production, 2 million dairy cattle used to produce milk and 40 million laying hens used to produce eggs.

Block 3 – G1

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 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2







£6 increase in weekly food bill (£312 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 80	Pig meat (ham, bacon, pork etc.) 40	Lamb 60	Chicken meat 60	Beef 60

☐ Choice 3

£3 increase in weekly food bill (£156 per year)						
	Eggs 70	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 90	Lamb 50	Chicken meat 50	Beef 60

Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2





£10 increase in weekly food bill (£520 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 90	Lamb 50	Chicken meat 60	Beef 90

☐ Choice 3


£1 increase in weekly food bill (£52 per year)						
	Eggs 70	Dairy (milk, butter, cheese etc.) 90	Pig meat (ham, bacon, pork etc.) 70	Lamb 50	Chicken meat 40	Beef 60

Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2







£10 increase in weekly food bill (£520 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 80	Lamb 70	Chicken meat 40	Beef 80

☐ Choice 3





£2 increase in weekly food bill (£104 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 60	Lamb 60	Chicken meat 90	Beef 60

Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2




£3 increase in weekly food bill (£156 per year)						
	Eggs 90	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 90	Chicken meat 40	Beef 70

☐ Choice 3





£6 increase in weekly food bill (£312 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 80	Pig meat (ham, bacon, pork etc.) 60	Lamb 50	Chicken meat 90	Beef 60

Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2






£10 increase in weekly food bill (£520 per year)						
	Eggs 60	Dairy (milk, butter, cheese etc.) 90	Pig meat (ham, bacon, pork etc.) 40	Lamb 90	Chicken meat 40	Beef 60

☐ Choice 3

£6 increase in weekly food bill (£312 per year)	 Eggs 50	 Dairy (milk, butter, cheese etc.) 40	 Pig meat (ham, bacon, pork etc.) 80	 Lamb 50	 Chicken meat 90	 Beef 90
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Please choose **one** from the three choices shown below.


☐ Choice 1

No change in weekly food bill or welfare scores	 Eggs 50	 Dairy (milk, butter, cheese etc.) 40	 Pig meat (ham, bacon, pork etc.) 40	 Lamb 50	 Chicken meat 40	 Beef 60
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☐ Choice 2

£4 increase in weekly food bill (£208 per year)	 Eggs 90	 Dairy (milk, butter, cheese etc.) 70	 Pig meat (ham, bacon, pork etc.) 60	 Lamb 50	 Chicken meat 40	 Beef 60
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☐ Choice 3

£10 increase in weekly food bill (£520 per year)	 Eggs 50	 Dairy (milk, butter, cheese etc.) 40	 Pig meat (ham, bacon, pork etc.) 80	 Lamb 90	 Chicken meat 80	 Beef 60
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Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores	 Eggs 50	 Dairy (milk, butter, cheese etc.) 40	 Pig meat (ham, bacon, pork etc.) 40	 Lamb 50	 Chicken meat 40	 Beef 60
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☐ Choice 2


£6 increase in weekly food bill (£312 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 80	Lamb 70	Chicken meat 90	Beef 60

☐ Choice 3

£3 increase in weekly food bill (£156 per year)						
	Eggs 90	Dairy (milk, butter, cheese etc.) 90	Pig meat (ham, bacon, pork etc.) 40	Lamb 60	Chicken meat 40	Beef 60

Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2







£10 increase in weekly food bill (£520 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 90	Pig meat (ham, bacon, pork etc.) 50	Lamb 80	Chicken meat 40	Beef 60

☐ Choice 3

£1 increase in weekly food bill (£52 per year)						
	Eggs 90	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 50	Lamb 50	Chicken meat 70	Beef 60

Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2





£4 increase in weekly food bill (£208 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 70	Pig meat (ham, bacon, pork etc.) 50	Lamb 80	Chicken meat 40	Beef 60

☐ Choice 3

£8 increase in weekly food bill (£416 per year)						
	Eggs 80	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 60	Lamb 50	Chicken meat 60	Beef 60

Please choose **one** from the three choices shown below.







☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2

£1 increase in weekly food bill (£52 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 60	Pig meat (ham, bacon, pork etc.) 70	Lamb 60	Chicken meat 40	Beef 60

☐ Choice 3


£10 increase in weekly food bill (£520 per year)						
	Eggs 90	Dairy (milk, butter, cheese etc.) 90	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 70	Beef 60

Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2

£6 increase in weekly food bill (£312 per year)						
	Eggs 80	Dairy (milk, butter, cheese etc.) 50	Pig meat (ham, bacon, pork etc.) 40	Lamb 90	Chicken meat 40	Beef 60

☐ Choice 3

£8 increase in weekly food bill (£416 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 90	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 50	Beef 80

Please choose **one** from the three choices shown below.




☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2

£8 increase in weekly food bill (£416 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 70	Pig meat (ham, bacon, pork etc.) 70	Lamb 90	Chicken meat 40	Beef 60

☐ Choice 3

£1 increase in weekly food bill (£52 per year)						
	Eggs 60	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 80	Beef 70

Block 4 – G2

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 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2



£2 increase in weekly food bill (£104 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 80	Pig meat (ham, bacon, pork etc.) 70	Lamb 80	Chicken meat 40	Beef 60

☐ Choice 3

£8 increase in weekly food bill (£416 per year)						
	Eggs 90	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 80	Beef 90

Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2





£2 increase in weekly food bill (£104 per year)						
	Eggs 80	Dairy (milk, butter, cheese etc.) 90	Pig meat (ham, bacon, pork etc.) 40	Lamb 80	Chicken meat 40	Beef 60

☐ Choice 3

£1 increase in weekly food bill (£52 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 80	Lamb 50	Chicken meat 90	Beef 70

Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2

£4 increase in weekly food bill (£208 per year)						
	Eggs 90	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 60	Lamb 80	Chicken meat 40	Beef 60

☐ Choice 3

£10 increase in weekly food bill (£520 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 70	Pig meat (ham, bacon, pork etc.) 60	Lamb 50	Chicken meat 40	Beef 90

Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2

£3 increase in weekly food bill (£156 per year)						
	Eggs 60	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 80	Beef 80

☐ Choice 3

£8 increase in weekly food bill (£416 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 50	Pig meat (ham, bacon, pork etc.) 80	Lamb 90	Chicken meat 40	Beef 60

Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2


£10 increase in weekly food bill (£520 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 90	Chicken meat 60	Beef 90

☐ Choice 3

£1 increase in weekly food bill (£52 per year)						
	Eggs 70	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 70	Lamb 70	Chicken meat 40	Beef 60

Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2






£8 increase in weekly food bill (£416 per year)						
	Eggs 70	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 90	Lamb 80	Chicken meat 40	Beef 60

☐ Choice 3

£1 increase in weekly food bill (£52 per year)						
	Eggs 90	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 50	Beef 90

Please choose **one** from the three choices shown below.







☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2



£3 increase in weekly food bill (£156 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 50	Pig meat (ham, bacon, pork etc.) 80	Lamb 50	Chicken meat 50	Beef 60

☐ Choice 3

£10 increase in weekly food bill (£520 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 80	Chicken meat 80	Beef 90

Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2







£1 increase in weekly food bill (£52 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 80	Lamb 70	Chicken meat 40	Beef 70

☐ Choice 3

£10 increase in weekly food bill (£520 per year)						
	Eggs 90	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 70	Chicken meat 90	Beef 60

Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2






£10 increase in weekly food bill (£520 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 50	Pig meat (ham, bacon, pork etc.) 70	Lamb 50	Chicken meat 90	Beef 60

☐ Choice 3

£2 increase in weekly food bill (£104 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 70	Chicken meat 60	Beef 90

Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2






£3 increase in weekly food bill (£156 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 60	Lamb 90	Chicken meat 40	Beef 90

☐ Choice 3







£8 increase in weekly food bill (£416 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 90	Pig meat (ham, bacon, pork etc.) 90	Lamb 50	Chicken meat 70	Beef 60

Please choose **one** from the three choices shown below.







☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2




£3 increase in weekly food bill (£156 per year)						
	Eggs 90	Dairy (milk, butter, cheese etc.) 60	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 80	Beef 60

☐ Choice 3

£8 increase in weekly food bill (£416 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 90	Chicken meat 80	Beef 90

Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2

£4 increase in weekly food bill (£208 per year)						
	Eggs 90	Dairy (milk, butter, cheese etc.) 50	Pig meat (ham, bacon, pork etc.) 40	Lamb 90	Chicken meat 40	Beef 60

☐ Choice 3

£2 increase in weekly food bill (£104 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 60	Pig meat (ham, bacon, pork etc.) 90	Lamb 50	Chicken meat 40	Beef 90

Block 5 – G3

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 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2







£2 increase in weekly food bill (£104 per year)						
	Eggs 90	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 90	Lamb 50	Chicken meat 40	Beef 80

☐ Choice 3







£3 increase in weekly food bill (£156 per year)	 Eggs 50	 Dairy (milk, butter, cheese etc.) 80	 Pig meat (ham, bacon, pork etc.) 40	 Lamb 50	 Chicken meat 80	 Beef 90
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Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores	 Eggs 50	 Dairy (milk, butter, cheese etc.) 40	 Pig meat (ham, bacon, pork etc.) 40	 Lamb 50	 Chicken meat 40	 Beef 60
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☐ Choice 2

£10 increase in weekly food bill (£520 per year)	 Eggs 50	 Dairy (milk, butter, cheese etc.) 80	 Pig meat (ham, bacon, pork etc.) 40	 Lamb 50	 Chicken meat 50	 Beef 90
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☐ Choice 3

£4 increase in weekly food bill (£208 per year)	 Eggs 90	 Dairy (milk, butter, cheese etc.) 40	 Pig meat (ham, bacon, pork etc.) 50	 Lamb 50	 Chicken meat 80	 Beef 60
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Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores	 Eggs 50	 Dairy (milk, butter, cheese etc.) 40	 Pig meat (ham, bacon, pork etc.) 40	 Lamb 50	 Chicken meat 40	 Beef 60
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☐ Choice 2

£6 increase in weekly food bill (£312 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 80	Pig meat (ham, bacon, pork etc.) 90	Lamb 60	Chicken meat 40	Beef 60

☐ Choice 3

£1 increase in weekly food bill (£52 per year)						
	Eggs 80	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 70	Chicken meat 40	Beef 90

Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2







£8 increase in weekly food bill (£416 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 90	Lamb 50	Chicken meat 90	Beef 70

☐ Choice 3

£4 increase in weekly food bill (£208 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 70	Pig meat (ham, bacon, pork etc.) 40	Lamb 90	Chicken meat 40	Beef 90

Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2





£10 increase in weekly food bill (£520 per year)						
	Eggs 60	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 90	Chicken meat 40	Beef 90

☐ Choice 3

£6 increase in weekly food bill (£312 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 70	Lamb 60	Chicken meat 50	Beef 60

Please choose **one** from the three choices shown below.




☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2







£8 increase in weekly food bill (£416 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 80	Lamb 50	Chicken meat 50	Beef 90

☐ Choice 3

£2 increase in weekly food bill (£104 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 70	Pig meat (ham, bacon, pork etc.) 40	Lamb 90	Chicken meat 60	Beef 60

Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2




£10 increase in weekly food bill (£520 per year)						
	Eggs 90	Dairy (milk, butter, cheese etc.) 50	Pig meat (ham, bacon, pork etc.) 50	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 3






£3 increase in weekly food bill (£156 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 50	Lamb 90	Chicken meat 90	Beef 60

Please choose **one** from the three choices shown below.


☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2





£10 increase in weekly food bill (£520 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 80	Pig meat (ham, bacon, pork etc.) 40	Lamb 80	Chicken meat 40	Beef 90

☐ Choice 3

£1 increase in weekly food bill (£52 per year)						
	Eggs 90	Dairy (milk, butter, cheese etc.) 80	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 70	Beef 60

Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2

£1 increase in weekly food bill (£52 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 80	Pig meat (ham, bacon, pork etc.) 60	Lamb 50	Chicken meat 50	Beef 60

☐ Choice 3

£10 increase in weekly food bill (£520 per year)						
	Eggs 80	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 60	Chicken meat 40	Beef 90

Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2

£10 increase in weekly food bill (£520 per year)						
	Eggs 90	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 60	Chicken meat 70	Beef 60

☐ Choice 3

£10 increase in weekly food bill (£520 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 70	Pig meat (ham, bacon, pork etc.) 50	Lamb 50	Chicken meat 60	Beef 60

Please choose **one** from the three choices shown below.


☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2







£10 increase in weekly food bill (£520 per year)						
	Eggs 90	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 70	Lamb 50	Chicken meat 40	Beef 80

☐ Choice 3






£2 increase in weekly food bill (£104 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 90	Chicken meat 90	Beef 80

Please choose **one** from the three choices shown below.


☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2

£2 increase in weekly food bill (£104 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 90	Pig meat (ham, bacon, pork etc.) 40	Lamb 90	Chicken meat 40	Beef 90

☐ Choice 3

£2 increase in weekly food bill (£104 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 80	Lamb 50	Chicken meat 70	Beef 70

Block 6 – G4

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 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2

£1 increase in weekly food bill (£52 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 70	Pig meat (ham, bacon, pork etc.) 40	Lamb 70	Chicken meat 70	Beef 60

☐ Choice 3

£6 increase in weekly food bill (£312 per year)						
	Eggs 80	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 90	Lamb 50	Chicken meat 40	Beef 90

Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2






£6 increase in weekly food bill (£312 per year)						
	Eggs 60	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 80	Lamb 50	Chicken meat 40	Beef 90

☐ Choice 3

£8 increase in weekly food bill (£416 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 60	Pig meat (ham, bacon, pork etc.) 40	Lamb 90	Chicken meat 50	Beef 60

Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2




£10 increase in weekly food bill (£520 per year)						
	Eggs 90	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 80	Chicken meat 40	Beef 90

☐ Choice 3

£3 increase in weekly food bill (£156 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 90	Pig meat (ham, bacon, pork etc.) 50	Lamb 50	Chicken meat 40	Beef 80

Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2







£2 increase in weekly food bill (£104 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 80	Pig meat (ham, bacon, pork etc.) 90	Lamb 50	Chicken meat 40	Beef 90

☐ Choice 3







£6 increase in weekly food bill (£312 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 60	Lamb 90	Chicken meat 80	Beef 60

Please choose **one** from the three choices shown below.





☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2





£1 increase in weekly food bill (£52 per year)						
	Eggs 60	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 80	Beef 70

☐ Choice 3


£10 increase in weekly food bill (£520 per year)						
	Eggs 70	Dairy (milk, butter, cheese etc.) 50	Pig meat (ham, bacon, pork etc.) 40	Lamb 90	Chicken meat 40	Beef 60

Please choose **one** from the three choices shown below.





☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2







£2 increase in weekly food bill (£104 per year)						
	Eggs 90	Dairy (milk, butter, cheese etc.) 50	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 60	Beef 60

☐ Choice 3

£8 increase in weekly food bill (£416 per year)						
	Eggs 60	Dairy (milk, butter, cheese etc.) 70	Pig meat (ham, bacon, pork etc.) 40	Lamb 90	Chicken meat 40	Beef 60

Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2

£4 increase in weekly food bill (£208 per year)						
	Eggs 60	Dairy (milk, butter, cheese etc.) 80	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 70	Beef 60

☐ Choice 3

£3 increase in weekly food bill (£156 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 60	Lamb 80	Chicken meat 40	Beef 90

Please choose **one** from the three choices shown below.





☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2


£4 increase in weekly food bill (£208 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 90	Pig meat (ham, bacon, pork etc.) 40	Lamb 80	Chicken meat 40	Beef 90

☐ Choice 3

£10 increase in weekly food bill (£520 per year)						
	Eggs 90	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 80	Chicken meat 60	Beef 60

Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2






£6 increase in weekly food bill (£312 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 80	Lamb 60	Chicken meat 80	Beef 60

☐ Choice 3

£1 increase in weekly food bill (£52 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 70	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 50	Beef 90

Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2




£1 increase in weekly food bill (£52 per year)						
	Eggs 70	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 80	Chicken meat 70	Beef 60

☐ Choice 3







£6 increase in weekly food bill (£312 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 90	Pig meat (ham, bacon, pork etc.) 70	Lamb 50	Chicken meat 40	Beef 80

Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2







£10 increase in weekly food bill (£520 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 90	Chicken meat 80	Beef 90

☐ Choice 3

£2 increase in weekly food bill (£104 per year)						
	Eggs 60	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 90	Lamb 50	Chicken meat 40	Beef 70

Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2

£4 increase in weekly food bill (£208 per year)						
	Eggs 70	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 70	Lamb 50	Chicken meat 40	Beef 90

☐ Choice 3

£4 increase in weekly food bill (£208 per year)						
	Eggs 60	Dairy (milk, butter, cheese etc.) 80	Pig meat (ham, bacon, pork etc.) 40	Lamb 90	Chicken meat 40	Beef 60







Block 7 – G5

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 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2





£1 increase in weekly food bill (£52 per year)						
	Eggs 70	Dairy (milk, butter, cheese etc.) 90	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 60	Beef 60

☐ Choice 3

£4 increase in weekly food bill (£208 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 90	Lamb 80	Chicken meat 50	Beef 60

Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2







£10 increase in weekly food bill (£520 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 50	Pig meat (ham, bacon, pork etc.) 70	Lamb 50	Chicken meat 70	Beef 60

☐ Choice 3



£1 increase in weekly food bill (£52 per year)						
	Eggs 70	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 80	Chicken meat 40	Beef 80

Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2


£6 increase in weekly food bill (£312 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 80	Chicken meat 90	Beef 80

☐ Choice 3

£8 increase in weekly food bill (£416 per year)						
	Eggs 80	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 90	Lamb 50	Chicken meat 40	Beef 90

Please choose **one** from the three choices shown below.




☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2







£1 increase in weekly food bill (£52 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 60	Pig meat (ham, bacon, pork etc.) 40	Lamb 70	Chicken meat 40	Beef 90

☐ Choice 3

£10 increase in weekly food bill (£520 per year)	 Eggs 70	 Dairy (milk, butter, cheese etc.) 90	 Pig meat (ham, bacon, pork etc.) 40	 Lamb 50	 Chicken meat 80	 Beef 60
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Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores	 Eggs 50	 Dairy (milk, butter, cheese etc.) 40	 Pig meat (ham, bacon, pork etc.) 40	 Lamb 50	 Chicken meat 40	 Beef 60
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☐ Choice 2

£2 increase in weekly food bill (£104 per year)	 Eggs 80	 Dairy (milk, butter, cheese etc.) 60	 Pig meat (ham, bacon, pork etc.) 90	 Lamb 50	 Chicken meat 40	 Beef 60
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☐ Choice 3

£4 increase in weekly food bill (£208 per year)	 Eggs 50	 Dairy (milk, butter, cheese etc.) 90	 Pig meat (ham, bacon, pork etc.) 40	 Lamb 60	 Chicken meat 40	 Beef 90
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Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores	 Eggs 50	 Dairy (milk, butter, cheese etc.) 40	 Pig meat (ham, bacon, pork etc.) 40	 Lamb 50	 Chicken meat 40	 Beef 60
--	--	---	--	---	--	--

☐ Choice 2

£2 increase in weekly food bill (£104 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 90	Pig meat (ham, bacon, pork etc.) 80	Lamb 60	Chicken meat 40	Beef 60

☐ Choice 3






£10 increase in weekly food bill (£520 per year)						
	Eggs 90	Dairy (milk, butter, cheese etc.) 60	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 90

Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2







£1 increase in weekly food bill (£52 per year)						
	Eggs 60	Dairy (milk, butter, cheese etc.) 60	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 90

☐ Choice 3

£3 increase in weekly food bill (£156 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 50	Lamb 90	Chicken meat 90	Beef 60

Please choose **one** from the three choices shown below.




☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2





£8 increase in weekly food bill (£416 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 80	Pig meat (ham, bacon, pork etc.) 90	Lamb 50	Chicken meat 60	Beef 60

☐ Choice 3



£10 increase in weekly food bill (£520 per year)						
	Eggs 90	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 60	Chicken meat 70	Beef 60

Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2







£4 increase in weekly food bill (£208 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 90	Pig meat (ham, bacon, pork etc.) 50	Lamb 50	Chicken meat 40	Beef 80

☐ Choice 3

£8 increase in weekly food bill (£416 per year)						
	Eggs 60	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 50	Lamb 70	Chicken meat 40	Beef 60

Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2




£6 increase in weekly food bill (£312 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 90	Lamb 90	Chicken meat 40	Beef 70

☐ Choice 3

£2 increase in weekly food bill (£104 per year)						
	Eggs 90	Dairy (milk, butter, cheese etc.) 90	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 70

Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2


£3 increase in weekly food bill (£156 per year)						
	Eggs 80	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 90	Lamb 50	Chicken meat 40	Beef 70

☐ Choice 3

£8 increase in weekly food bill (£416 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 90	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 80	Beef 70

Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2

£10 increase in weekly food bill (£520 per year)						
	Eggs 80	Dairy (milk, butter, cheese etc.) 50	Pig meat (ham, bacon, pork etc.) 70	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 3

£1 increase in weekly food bill (£52 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 80	Chicken meat 60	Beef 90

Block 8 – G6







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 50	 Dairy (milk, butter, cheese etc.) 40	 Pig meat (ham, bacon, pork etc.) 40	 Lamb 50	 Chicken meat 40	 Beef 60
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☐ Choice 2







£4 increase in weekly food bill (£208 per year)	 Eggs 50	 Dairy (milk, butter, cheese etc.) 40	 Pig meat (ham, bacon, pork etc.) 60	 Lamb 50	 Chicken meat 90	 Beef 80
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☐ Choice 3







£6 increase in weekly food bill (£312 per year)	 Eggs 90	 Dairy (milk, butter, cheese etc.) 50	 Pig meat (ham, bacon, pork etc.) 40	 Lamb 90	 Chicken meat 40	 Beef 60
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Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores	 Eggs 50	 Dairy (milk, butter, cheese etc.) 40	 Pig meat (ham, bacon, pork etc.) 40	 Lamb 50	 Chicken meat 40	 Beef 60
---	---	--	---	--	---	---

☐ Choice 2







£10 increase in weekly food bill (£520 per year)	 Eggs 70	 Dairy (milk, butter, cheese etc.) 40	 Pig meat (ham, bacon, pork etc.) 40	 Lamb 50	 Chicken meat 90	 Beef 90
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☐ Choice 3







£1 increase in weekly food bill (£52 per year)	 Eggs 70	 Dairy (milk, butter, cheese etc.) 60	 Pig meat (ham, bacon, pork etc.) 70	 Lamb 50	 Chicken meat 40	 Beef 60
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Please choose **one** from the three choices shown below.







☐ Choice 1

No change in weekly food bill or welfare scores	 Eggs 50	 Dairy (milk, butter, cheese etc.) 40	 Pig meat (ham, bacon, pork etc.) 40	 Lamb 50	 Chicken meat 40	 Beef 60
--	--	---	--	---	--	--

☐ Choice 2







£10 increase in weekly food bill (£520 per year)	 Eggs 90	 Dairy (milk, butter, cheese etc.) 60	 Pig meat (ham, bacon, pork etc.) 40	 Lamb 50	 Chicken meat 40	 Beef 90
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☐ Choice 3

£2 increase in weekly food bill (£104 per year)	 Eggs 80	 Dairy (milk, butter, cheese etc.) 60	 Pig meat (ham, bacon, pork etc.) 40	 Lamb 90	 Chicken meat 40	 Beef 60
--	--	---	--	---	--	--

Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores	 Eggs 50	 Dairy (milk, butter, cheese etc.) 40	 Pig meat (ham, bacon, pork etc.) 40	 Lamb 50	 Chicken meat 40	 Beef 60
--	--	---	--	---	--	--

☐ Choice 2

£6 increase in weekly food bill (£312 per year)						
	Eggs 80	Dairy (milk, butter, cheese etc.) 90	Pig meat (ham, bacon, pork etc.) 40	Lamb 70	Chicken meat 40	Beef 60

☐ Choice 3

£2 increase in weekly food bill (£104 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 90	Chicken meat 50	Beef 90

Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2







£8 increase in weekly food bill (£416 per year)						
	Eggs 90	Dairy (milk, butter, cheese etc.) 70	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 90

☐ Choice 3





£1 increase in weekly food bill (£52 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 50	Pig meat (ham, bacon, pork etc.) 40	Lamb 70	Chicken meat 80	Beef 60

Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2

£1 increase in weekly food bill (£52 per year)						
	Eggs 90	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 80	Chicken meat 40	Beef 90

☐ Choice 3

£10 increase in weekly food bill (£520 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 80	Lamb 90	Chicken meat 90	Beef 60

Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2







£6 increase in weekly food bill (£312 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 70	Pig meat (ham, bacon, pork etc.) 90	Lamb 50	Chicken meat 40	Beef 80

☐ Choice 3





£1 increase in weekly food bill (£52 per year)						
	Eggs 90	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 90	Beef 70

Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2







£4 increase in weekly food bill (£208 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 60	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 90	Beef 80

☐ Choice 3






£1 increase in weekly food bill (£52 per year)						
	Eggs 70	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 90	Lamb 90	Chicken meat 40	Beef 60

Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2







£8 increase in weekly food bill (£416 per year)						
	Eggs 80	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 70	Beef 90

☐ Choice 3


£4 increase in weekly food bill (£208 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 60	Pig meat (ham, bacon, pork etc.) 90	Lamb 50	Chicken meat 60	Beef 60

Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2


£4 increase in weekly food bill (£208 per year)						
	Eggs 50	Dairy (milk, butter, cheese etc.) 50	Pig meat (ham, bacon, pork etc.) 40	Lamb 80	Chicken meat 90	Beef 60

☐ Choice 3

£10 increase in weekly food bill (£520 per year)						
	Eggs 90	Dairy (milk, butter, cheese etc.) 80	Pig meat (ham, bacon, pork etc.) 60	Lamb 50	Chicken meat 40	Beef 60

Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores						
	Eggs 50	Dairy (milk, butter, cheese etc.) 40	Pig meat (ham, bacon, pork etc.) 40	Lamb 50	Chicken meat 40	Beef 60

☐ Choice 2






£10 increase in weekly food bill (£520 per year)	 Eggs 50	 Dairy (milk, butter, cheese etc.) 80	 Pig meat (ham, bacon, pork etc.) 90	 Lamb 50	 Chicken meat 90	 Beef 60
---	--	---	--	---	--	--

☐ Choice 3

£2 increase in weekly food bill (£104 per year)	 Eggs 80	 Dairy (milk, butter, cheese etc.) 40	 Pig meat (ham, bacon, pork etc.) 80	 Lamb 80	 Chicken meat 40	 Beef 60
--	--	---	--	---	--	--

Please choose **one** from the three choices shown below.

☐ Choice 1

No change in weekly food bill or welfare scores	 Eggs 50	 Dairy (milk, butter, cheese etc.) 40	 Pig meat (ham, bacon, pork etc.) 40	 Lamb 50	 Chicken meat 40	 Beef 60
--	--	--	---	--	---	---

☐ Choice 2

£4 increase in weekly food bill (£208 per year)	 Eggs 50	 Dairy (milk, butter, cheese etc.) 70	 Pig meat (ham, bacon, pork etc.) 50	 Lamb 50	 Chicken meat 40	 Beef 90
--	--	---	--	---	--	--

☐ Choice 3

£10 increase in weekly food bill (£520 per year)	 Eggs 90	 Dairy (milk, butter, cheese etc.) 40	 Pig meat (ham, bacon, pork etc.) 90	 Lamb 70	 Chicken meat 40	 Beef 60
---	--	---	--	---	--	--

Block 9

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

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 levels
- ☐ Beef cattle welfare levels
- ☐ Dairy cattle welfare levels
- ☐ Pig welfare levels
- ☐ Hen welfare levels
- ☐ Sheep and lamb welfare levels

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

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I have confidence in the responses I gave to the choice questions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I understood the information presented to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust the animal welfare scoring method described	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust that farms will be properly monitored	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We have a moral obligation to safeguard the welfare of animals.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to see this welfare scoring system on labels in food stores.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like the idea of regulation to improve the welfare levels of all farm animals.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Please do not tick any of the boxes. This is a test question.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Block 10

Finally, please answer some additional questions about yourself and your household.

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?

What is the nature of your household?

- ☐ One person household
- ☐ One family household
- ☐ Multi-family household
- ☐ Household with unrelated adults

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

- ☐ Employee
- ☐ Self employed
- ☐ Unemployed (available to work)

- ☐ Not working
- ☐ Retired
- ☐ Student

To help with our testing, did you experience a problem with any of the choice option images of animals and scores not showing?

- ☐ NO
- ☐ YES (please provide a few words of explanation below)

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