



**An analysis of the results of a baseline survey on consumer and co-operative member's attitudes to ethical issues arising from food shopping.**

***September 2008***

# Consumer Awareness Survey Results

# Fair and Square Baseline questionnaire analysis

312 questionnaires analysed at 31 August 2008

## Question 1: How concerned are you about the following:

### **The wages and working conditions of subsistence farmers in the developing world?**

Not at all concerned	1	0.4%
Not very concerned	4	1.5%
Unsure	7	2.7%
Concerned	109	41.8%
Very concerned	140	53.6%

### **The impact that air freighting food might have in worsening climate change**

Not at all concerned	1	0.4%
Not very concerned	11	4.2%
Unsure	42	16.2%
Concerned	103	39.8%
Very concerned	102	39.4%

### **The fact that half the world doesn't have enough to eat whilst the other half is obese**

Not at all concerned	3	1.2%
Not very concerned	1	0.4%
Unsure	5	1.9%
Concerned	56	21.6%
Very concerned	194	74.9%

### **The effect that growing genetically modified crops may have on our wildlife and countryside**

Not at all concerned	6	2.3%
Not very concerned	12	4.6%
Unsure	39	15.1%
Concerned	85	32.8%
Very concerned	117	45.2%

**Question 2: What do you think the following terms mean:**

***Food Value Chain...***

...is the links between the different components of a balanced diet: carbohydrates, proteins, fats, etc.

...is where little fish eat plankton and big fish eat little fish and even bigger fish eat the big fish.

...is a string of companies who work together to provide a product – the producers, processors, wholesalers, distributors, retailers, and consumers.

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38 15.2%

20 8.0%

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192 76.8%

***Food miles...***

...are a measure of how far food travels from the farmer who produces it to the consumer who eats it.

...tell you how much carbon dioxide has been released to provide you with the item of food.

...are the measure of the distance from where the food was grown to your plate, as the crow flies.

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222 86.7%

16 6.3%

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18 7.0%

***Fair trade...***

...means that farmers in developing countries have been paid a fair and stable price for their crop.

...is a label that appears on products as a guarantee that disadvantaged producers in the developing world are getting a better deal.

...is a market where basic foods are bought and sold at fixed prices.

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190 74.5%

60 23.5%

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5 2.0%

**Question 3: Which of these logos would encourage you to buy a product that had it on the label**



79.1%



53.9%



6.9%



28.4%



52.9%



2.6%

**Question 4: Where have you heard or seen anything about ethical food shopping recently:**

Point of sale posters and leaflets	43.8%
Websites	42.5%
Downloadable leaflets and articles	14.0%
Consumer magazines	36.0%
TV and radio	46.9%
Text message alerts	1.7%
Other	11.6%

Other places listed: College, Newspaper, Newspapers, Direct action campaigns and networks, word of mouth conversations with other like minded people, co-op stalls at community events, Shatred Interest, Triodos Bank, newspapers, Where labels indicate an awareness of ethical production, Through my work, my science teacher, Campaign materials from NGOs. Educational resources for schools., Green Party, The Observer this week, Viva and Vegan Society information., Through my work as a partner at Waitrose, Working in Environmental conservation it is a subject we discuss constantly, oxfam, I teach it to the children at school :), Social Newtworking sites - facebook, university, The Guardian, through the work i do as ayouth worker, special interest magazines - Christian Aid News, The Organic Way, Natural World, Newspaper - The Guardian, in stores, I often read the sides of the packets in supermarkets to find out more., In work, Teacher in-service training, On food packaging, Students' Union Fair Trade February, General press - newspapers, etc, food festivals, cafes, at my workplace, local church, Mailing from the Co-op Bank,

**Question 5: How often have you discussed your ethical food choices with family and friends in the last three months?**

Never	23	9.2%
Occasionally, less than once a month	61	24.3%
At least once a month	50	19.9%
Several times a month	59	23.5%
Every week	58	23.1%

**Question 6: Do you buy the following, if available:**

Fairtrade goods	Never	5	2.0%
	Very rarely	7	2.7%
	Sometimes	54	21.2%
	Quite often	125	49.0%
	Always	64	25.1%
Organic produce	Never	12	4.7%
	Very rarely	37	14.6%
	Sometimes	88	34.8%
	Quite often	97	38.3%
	Always	19	7.5%
The cheapest option	Never	21	8.2%
	Very rarely	58	22.7%
	Sometimes	131	51.4%
	Quite often	41	16.1%
	Always	4	1.6%

**Question 7: How much do you agree or disagree with the following statements:**

Generally, I think farmers get paid a fair price for their produce

Strongly disagree	98	40.7%
Slightly disagree	90	37.3%
Neither agree nor disagree	34	14.1%
Agree	13	5.4%
Strongly agree	6	2.5%

I think it is important that farmers in the developing world are paid a fair price for their produce

Strongly disagree	3	5.6%
Slightly disagree	3	5.9%
Neither agree nor disagree	2	3.7%
Agree	46	85.2%
Strongly agree	0	0.0%

(there seems to be data missing here!)

I'd like to be able to buy my food with less packaging

Strongly disagree	3	1.2%
Slightly disagree	0	0.0%
Neither agree nor disagree	9	3.7%
Agree	39	15.9%
Strongly agree	194	79.2%

I'd like to be able to get more locally produced food from my supermarket

Strongly disagree	2	0.8%
Slightly disagree	1	0.4%
Neither agree nor disagree	21	8.6%
Agree	65	26.6%
Strongly agree	155	63.5%

I try to shop with a conscience

Strongly disagree	1	0.4%
Slightly disagree	5	2.1%
Neither agree nor disagree	14	5.9%
Agree	100	42.0%
Strongly agree	118	49.6%

I trust that food I buy from a co-operative has been ethically sourced

Strongly disagree	2	0.8%
Slightly disagree	9	3.7%
Neither agree nor disagree	28	11.6%
Agree	122	50.6%
Strongly agree	80	33.2%

I just don't have time to worry about where my food comes from

Strongly disagree	128	40.4%
Slightly disagree	76	24.0%
Neither agree nor disagree	26	8.2%
Agree	8	2.5%
Strongly agree	79	24.9%

**Question 8: How do you feel about the amount of information provided on food labels**

Not enough	123	50.6%
Too much	13	5.3%
Just about right	107	44.0%

If you answered 'not enough', what additional information you would find useful?

*See list appended*

**Question 9: How much influence do you think each of the following individual and groups can have on ensuring that farmers and others in the food supply chain are treated fairly?**

The UK Government

No influence	9	3.6%
A little influence	9	3.6%
Some influence	61	24.7%
A large influence	159	64.4%
Unsure	9	3.6%

Supermarkets and food retailers

No influence	1	0.4%
A little influence	4	1.7%
Some influence	26	10.7%
A large influence	211	87.2%
Unsure	4	1.6%

Non-governmental organisations

No influence	2	0.9%
A little influence	36	16.0%
Some influence	135	60.0%
A large influence	52	23.1%
Unsure	17	7.0%

Your co-operative

No influence	2	0.9%
A little influence	22	9.4%
Some influence	108	46.4%
A large influence	101	43.3%
Unsure	9	3.7%

You personally

No influence	18	7.5%
A little influence	63	26.3%
Some influence	115	47.9%
A large influence	44	18.3%
Unsure	4	1.6%

**Question 10: How much influence do you think each of the following individuals and groups can have on ensuring that food production methods minimise damage to the environment?**

The UK Government

No influence	5	2.2%
A little influence	6	2.6%
Some influence	41	17.9%
A large influence	177	77.3%
Unsure	2	0.9%

Supermarkets and food retailers

No influence	2	0.9%
A little influence	8	3.5%
Some influence	35	15.3%
A large influence	184	80.3%
Unsure	3	1.3%

Non-governmental organisations

No influence	2	0.9%
A little influence	27	12.1%
Some influence	138	61.9%
A large influence	56	25.1%
Unsure	9	3.9%

Your co-operative

No influence	2	0.9%
A little influence	20	8.9%
Some influence	113	50.2%
A large influence	90	40.0%
Unsure	7	3.0%

You personally

No influence	16	7.2%
A little influence	64	29.0%
Some influence	99	44.8%
A large influence	42	19.0%
Unsure	11	4.7%

**Question 11: Would you like more information to help you choose your food purchases?**

YES	84.5%
If so, where from:	
Point of sale posters and leaflets	60.7%
Websites	33.7%
Downloadable leaflets and articles	22.1%
Consumer magazines	28.5%
TV and radio	39.3%
Text message alerts	5.2%
Other	6.7%
NO	15.5%
If not, why not?	
I wouldn't have time to read/watch it	1.9%
I'm not really concerned about these issues	0.0%
I don't do the food shopping for my family	2.2%
Other	4.9%

If 'other', please specify

*See list appended*

**About respondents:**

Male	41.4%
Female	58.6%

Age group

16-24	12.7%
25-34	26.3%
35-44	21.6%
45-60	26.3%
Over 60	13.1%

Co-operative membership

*See list appended*

Co-op involvement status

Active member	27.0%
Co-op staff/officer	15.2%
Not active	57.9%