

Locally Produced Food : 260121835_49 - 201407021 : UK

Prepared for: TNS Opinion

Date of Issue: 08.12.14



1. Methodology

- This study was conducted in United Kingdom via Ncompass, an Internet omnibus survey
- **SAMPLE SIZE** – a sample of 1034 UK adults aged 16-64 were interviewed.
- **INTERVIEWING** - Interviewing was conducted by online self-completion from 4th-8th December (wk 49)
- **WEIGHTING** – The sample has been weighted to represent the adult population of UK 16-64.
- **LOW BASES** - Where unweighted base figures are less than 100, data should be treated cautiously, as large margins of error are possible
- **ABBREVIATIONS USED**
 - = 0%
 - * = less than 0.5%
- **TERMS OF CONTRACT** - "No press release or publication of the findings of this survey shall be made without the advance approval of TNS. Such approval will normally only be refused on grounds of inaccuracy or misrepresentation". Confidential to client.
- **TECHNICAL INFORMATION** – Further methodological information can be made available on request

2. QUALITY AND INFORMATION SECURITY

TNS demonstrates commitment to Quality and Information Security by defining, promoting and supporting processes that are designed to continually improve performance and increase efficiency, satisfy our clients, and ensure that the required Information Security controls are in place. Client satisfaction is in the mind of every employee, ensuring the final product meets the agreed specification and delivery time. In addition, Information Security is integral to our business to ensure we meet the requirements of our clients as well as our own. We make the following commitments:

- To provide the training and resources to all staff to enable them to meet this policy
- To set and review objectives and our performance regularly in order to achieve continual improvement in Quality and Information Security
- To ensure that applicable legal, regulatory and business requirements are taken into account
- To establish and maintain a management framework for identifying and reducing risk, including relevant criteria for evaluating such risk. TNS in the UK is registered in accordance with:
 - ISO 20252: 2006 – the international standard for market research
 - ISO 9001: 2008 – the international process standard for service complaints TNS in the UK and/or its employees are members of a number of recognised market research bodies including:
 - ESOMAR – European Society of Opinion and Marketing Research
 - MRS – Market Research



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Page number	Table name	Table title	Base
1	TG1	Q1. To what extent do you agree or disagree with each of the following statements about locally produced food? - Summary Table	Base: All respondents
2	T2	Q1. To what extent do you agree or disagree with each of the following statements about locally produced food? - Purchasing locally produced food supports job creation in the region	Base: All respondents
3	T3	Q1. To what extent do you agree or disagree with each of the following statements about locally produced food? - The production of local food respects rigorous environmental standards	Base: All respondents
4	T4	Q1. To what extent do you agree or disagree with each of the following statements about locally produced food? - The government should do more to support the production and distribution of local food	Base: All respondents
5	T5	Q1. To what extent do you agree or disagree with each of the following statements about locally produced food? - It is possible to have a complete balanced diet based on locally produced food.	Base: All respondents
6	TG6	Q2. How often do you do the following ...? - Summary Table	Base: All respondents
7	T7	Q2. How often do you do the following ...? - You try to find out if the food you are buying is produced locally	Base: All respondents
8	T8	Q2. How often do you do the following ...? - You buy food from the shop closest to where you live (supermarket or some other retail shop)	Base: All respondents
9	T9	Q2. How often do you do the following ...? - You buy food directly from farmers (for example farmers markets or farmers shops)	Base: All respondents
10	T10	Q2. How often do you do the following ...? - When eating out, you try to eat at restaurants which use locally produced food	Base: All respondents

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Page number	Table name	Table title	Base
11	TG11	Q3. To what extent do you agree or disagree with each of the following statements about locally produced food? - Summary Table	Base: All respondents
12	T12	Q3. To what extent do you agree or disagree with each of the following statements about locally produced food? - It is difficult to find information about where to buy locally produced food	Base: All respondents
13	T13	Q3. To what extent do you agree or disagree with each of the following statements about locally produced food? - There are not enough places to buy locally produced food in the area where you live	Base: All respondents
14	T14	Q3. To what extent do you agree or disagree with each of the following statements about locally produced food? - The prices for locally produced food are too high	Base: All respondents
15	T15	Q3. To what extent do you agree or disagree with each of the following statements about locally produced food? - Buying locally produced food means the choice is too limited	Base: All respondents

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Q1. To what extent do you agree or disagree with each of the following statements about locally produced food? - Summary Table

Base: All respondents

	Purchasing locally produced food supports job creation in the region	The production of local food respects rigorous environmental standards	The government should do more to support the production and distribution of local food	It is possible to have a complete balanced diet based on locally produced food.
	A	B	C	D
Unweighted Base	1034	1034	1034	1034
Weighted Base	1034	1034	1034	1034
Totally agree (4)	395 38% BD	238 23% BD	427 41% BD	295 29% B
Tend to agree (3)	544 53%	652 63% ACD	503 49%	495 48%
Tend to disagree (2)	71 7%	122 12% AC	76 7%	212 21% ABC
Totally disagree (1)	19 2%	22 2%	25 2%	29 3%
Don't know	4 *	- *	3 *	2 *
NET : Agree	939 91% BD	890 86% D	930 90% BD	790 76%
NET : Disagree	90 9%	143 14% AC	101 10%	241 23% ABC
Mean score	3.28 BD	3.07	3.29 BD	3.02
Standard Deviation	0.672	0.654	0.707	0.778
Error Variance	*	*	*	0.001

Weighted by: weight

Overlap formulae used - Column Means: Columns Tested (5%): A/B/C/D Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B/C/D Minimum Base: Continuity correction applied



Q1. To what extent do you agree or disagree with each of the following statements about locally produced food? - Purchasing locally produced food supports job creation in the region

Base: All respondents

	GENDER			AGE					REGION			EDUCATION							SOCIAL CLASS			INCOME												
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Junior School	Secondary school up to 16, no GCSEs (O-Levels)	Secondary school up to 16, with GCSEs (O-Levels)	Secondary school/sixth form college up to 18 with A Levels	Completed university degree/postgraduate course	Other college qualification, e.g. BTEC, City & Guilds	Prefer not to say/don't know	High	Mid	Low	Up to £17,399	£17,400 - £21,749	£21,750 - £26,099	£26,100 - £30,499	£30,500 - £34,799	£34,800 - £39,149	£39,150 - £43,499	£43,500 - £47,849	£47,850 - £52,199	£52,200 - £56,549	£56,550 - £60,900	Over £60,900	Don't know/pref er not to state
Unweighted Base	1034	518	516	189	224	212	226	183	337	341	356	6	77	197	229	341	160	24	273	485	276	232	105	118	91	61	57	58	38	43	20	19	66	126
Weighted Base	1034	516	518	192	221	212	226	182	357	305	372	9	111	247	209	284	153	21	274	510	250	202	104	121	96	66	61	63	39	40	22	17	71	132
Totally agree (4)	38%	37%	39%	34%	38%	34%	45%	40%	39%	38%	37%	81%	32%	41%	42%	11%	35%	24%	46%	36%	34%	35%	45%	40%	39%	46%	32%	36%	45%	35%	62%	45%	41%	29%
Tend to agree (3)	54%	26%	27%	100	125	122	103	94	186	166	192	1	62	132	117	141	79	12	122	286	136	112	50	65	50	26	37	38	16	22	8	10	40	72
Tend to disagree (2)	7%	45%	26%	24	7	12	15	14	25	16	30	-	10	12	17	15	1	18	30	23	16	5	4	8	8	4	3	4	4	1	-	2	14	
Totally disagree (1)	19%	12%	7%	2	6	4	8	-	5	6	8	1	3	3	-	4	5	2	7	6	7	5	2	4	-	-	-	2	-	-	-	1	6	
Don't know	4%	3%	1%	2	-	2	-	1	2	-	2	-	-	-	2	1	-	1	4	-	-	-	-	1	2	1	-	-	-	-	-	-	1	
NET : Agree	93%	45%	48%	165	209	194	203	168	325	283	331	8	97	232	192	260	132	17	249	470	220	182	97	113	87	56	56	60	33	36	21	17	68	111
NET : Disagree	9%	57%	33%	26	12	16	23	14	30	22	38	1	14	14	21	20	4	25	36	30	20	7	8	8	8	4	3	6	4	1	-	3	20	
Mean score	3.28	3.24	3.32	3.2	3.3	3.25	3.31	3.33	3.29	3.29	3.25	3.61	3.17	3.34	3.28	3.33	3.18	2.95	3.35	3.28	3.19	3.23	3.36	3.31	3.31	3.35	3.27	3.31	3.25	3.26	3.59	3.45	3.35	3.1
Standard Deviation	0.672	0.707	0.632	0.682	0.652	0.643	0.745	0.617	0.659	0.658	0.696	0.979	0.72	0.621	0.599	0.661	0.746	0.886	0.713	0.625	0.709	0.684	0.672	0.678	0.619	0.689	0.565	0.562	0.837	0.618	0.57	0.512	0.608	0.766
Error Variance	*	0.001	0.001	0.002	0.002	0.002	0.002	0.002	0.001	0.001	0.001	0.103	0.005	0.002	0.002	0.002	0.004	0.037	0.002	0.001	0.002	0.002	0.004	0.004	0.004	0.007	0.005	0.005	0.018	0.01	0.015	0.015	0.005	0.004

Weighted by: weight

- Column Means: Columns Tested (5%): A/B, C/D/E/F/G, H/I/J, K/L/M/N/O/P/Q, R/S/T, U/V/W/X/Y/Z/a/b/c/d/e/f/g Minimum Base: 30 (**), Small Base: 100 (*) -
 Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G, H/I/J, K/L/M/N/O/P/Q, R/S/T, U/V/W/X/Y/Z/a/b/c/d/e/f/g Minimum Base: 30 (**), Small Base: 100 (*) -
 Continuity correction applied



Q1. To what extent do you agree or disagree with each of the following statements about locally produced food? - The production of local food respects rigorous environmental standards

Base: All respondents

	GENDER			AGE					REGION			EDUCATION							SOCIAL CLASS			INCOME													
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Junior School	Secondary school up to 16, no GCSEs (O-Levels)	Secondary school up to 16, with GCSEs (O-Levels)	Secondary school/sixth form college up to 18 with A Levels	Completed university degree/postgraduate course	Other college qualification, e.g. BTEC, City & Guilds	Prefer not to say/don't know	High	Mid	Low	Up to £17,399	£17,400 - £21,749	£21,750 - £26,099	£26,100 - £30,499	£30,500 - £34,799	£34,800 - £39,149	£39,150 - £43,499	£43,500 - £47,849	£47,850 - £52,199	£52,200 - £56,549	£56,550 - £60,900	Over £60,900	Don't know/prefer not to state	
Unweighted Base	1034	518	516	189	224	212	226	183	337	341	356	6	77	197	229	341	160	24	273	485	276	232	105	118	91	61	57	58	38	43	20	19	66	126	
Weighted Base	1034	516	518	192	221	212	226	182	337	305	372	9	111	247	209	284	153	21	274	510	250	202	104	121	96	66	61	63	39	40	22	17	71	132	
Totally agree (4)	23%	23%	23%	22%	25%	19%	25%	23%	24%	20%	25%	65%	18%	26%	24%	18%	16%	25%	22%	24%	24%	24%	29%	22%	21%	27%	17%	23%	36%	16%	39%	12%	25%	16%	
Tend to agree (3)	65%	30%	34%	12%	13%	14%	13%	11%	23%	20%	21%	1	68	161	141	171	96	13	173	328	150	120	64	85	64	38	39	44	19	25	14	14	46	81	
Tend to disagree (2)	12%	7%	4%	25%	23%	25%	27%	23%	35%	32%	55%	2	20	17	16	39	26	3	28	59	34	29	6	5	11	9	12	4	4	9	-	2	6	25	
Totally disagree (1)	2%	1%	5%	5%	5%	5%	6%	1%	6%	7%	9%	1	3	4	7	3	2	4	11	7	4	4	4	1	1	-	-	2	-	-	-	-	1	4	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET : Agree	89%	82%	86%	84%	87%	86%	87%	89%	87%	83%	73%	79%	92%	93%	84%	81%	77%	88%	86%	84%	84%	91%	92%	88%	85%	80%	93%	84%	78%	100%	90%	89%	64	102	
NET : Disagree	14%	18%	14%	16%	13%	14%	13%	11%	13%	17%	27%	21%	8%	8%	16%	19%	23%	12%	14%	16%	16%	9%	8%	12%	15%	20%	7%	16%	22%	-	2	10%	7	30	
Mean score	3.07	3.02	3.12	3.03	3.1	3.03	3.08	3.1	3.1	3.05	3.28	2.93	3.16	3.16	3.05	2.96	2.81	3.12	3.06	3.05	3.06	3.16	3.11	3.08	3.09	2.97	3.15	3.15	2.95	3.39	3.02	3.13	2.9		
Standard Deviation	0.654	0.71	0.591	0.673	0.664	0.639	0.683	0.606	0.629	0.632	0.696	1.134	0.693	0.604	0.563	0.686	0.658	0.859	0.636	0.646	0.691	0.687	0.68	0.633	0.594	0.693	0.611	0.526	0.813	0.623	0.498	0.481	0.618	0.692	
Error Variance	*	0.001	0.001	0.002	0.002	0.002	0.002	0.002	0.001	0.001	0.001	0.138	0.004	0.001	0.002	0.002	0.003	0.035	0.001	0.001	0.002	0.002	0.004	0.003	0.004	0.007	0.006	0.004	0.017	0.01	0.011	0.013	0.005	0.004	

Weighted by: weight

- Column Means: Columns Tested (5%): A/B, C/D/E/F/G, H/I/J, K/L/M/N/O/P/Q, R/S/T, U/V/W/X/Y/Z/a/b/c/d/e/f/g Minimum Base: 30 (**), Small Base: 100 (*)
 Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G, H/I/J, K/L/M/N/O/P/Q, R/S/T, U/V/W/X/Y/Z/a/b/c/d/e/f/g Minimum Base: 30 (**), Small Base: 100 (*)
 Continuity correction applied



Locally Produced Food : 260121835_49 - 201407021 : UK

Q1. To what extent do you agree or disagree with each of the following statements about locally produced food? - The government should do more to support the production and distribution of local food

Base: All respondents

	GENDER			AGE					REGION			EDUCATION							SOCIAL CLASS			INCOME												
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Junior School	Secondary school up to 16, no GCSEs (O-Levels)	Secondary school up to 16, with GCSEs (O-Levels)	Secondary school/sixth form college up to 18 with A Levels	Completed university degree/postgraduate course	Other college qualification, e.g. BTEC, City & Guilds	Prefer not to say/don't know	High	Mid	Low	Up to £17,399	£17,400 - £21,749	£21,750 - £26,099	£26,100 - £30,499	£30,500 - £34,799	£34,800 - £39,149	£39,150 - £43,499	£43,500 - £47,849	£47,850 - £52,199	£52,200 - £56,549	£56,550 - £60,900	Over £60,900	Don't know/prefer not to state
Unweighted Base	1034	518	516	189	224	212	226	183	337	341	356	6	77	197	229	341	160	24	273	485	276	232	105	118	91	61	57	58	38	43	20	19	66	126
Weighted Base	1034	516	518	192	221	212	226	182	357	305	372	9	111	247	209	284	153	21	274	510	250	202	104	121	96	66	61	63	39	40	22	17	71	132
Totally agree (4)	41%	39%	43%	37%	38%	39%	47%	45%	44%	39%	40%	65%	31%	42%	39%	43%	46%	29%	46%	40%	40%	38%	37%	46%	52%	50%	43%	57%	39%	45%	45%	30%	37%	29%
Tend to agree (3)	50%	47%	51%	52%	53%	48%	44%	46%	48%	52%	46%	25%	51%	50%	46%	43%	54%	42%	51%	51%	51%	57%	49%	41%	34%	40%	51%	33%	55%	43%	66%	40%	29%	79%
Tend to disagree (2)	7%	10%	5%	10%	6%	10%	6%	5%	21	10%	-	13	13	6%	9%	7%	6%	10%	6%	16	18	4	3	6	6	4	2	2	2	3	-	15	11	
Totally disagree (1)	2%	4%	1%	2%	3%	3%	1%	2%	2%	3%	10%	5%	2%	1%	2%	3%	11%	2%	3%	2%	2%	2%	2%	1%	7%	2%	4%	5%	-	-	4%	1%	3%	
Don't know	3%	1%	3%	-	1%	-	1%	2%	1%	1%	2%	-	2%	-	1%	1%	-	-	1%	2%	2%	-	1%	-	-	-	1%	-	-	-	-	-	-	-
NET : Agree	93%	86%	94%	88%	91%	87%	91%	92%	93%	91%	87%	90%	82%	92%	89%	89%	83%	88%	91%	91%	88%	94%	95%	93%	84%	90%	93%	90%	94%	88%	88%	78%	89%	
NET : Disagree	10%	14%	6%	12%	9%	13%	9%	7%	7%	9%	13%	10%	17%	8%	10%	16%	17%	12%	9%	9%	11%	6%	5%	7%	16%	8%	7%	10%	6%	12%	4%	22%	11%	
Mean score	3.29	3.22	3.36	3.23	3.26	3.24	3.35	3.38	3.35	3.28	3.24	3.44	3.1	3.32	3.32	3.31	3.33	3	3.31	3.28	3.29	3.25	3.29	3.39	3.44	3.27	3.41	3.32	3.42	3.33	3.34	3.22	3.14	3.14
Standard Deviation	0.707	0.773	0.628	0.696	0.711	0.746	0.725	0.635	0.666	0.686	0.759	0.983	0.79	0.616	0.698	0.754	0.919	0.748	0.698	0.681	0.701	0.648	0.639	0.648	0.893	0.691	0.728	0.809	0.592	0.692	0.666	0.793	0.691	
Error Variance	*	0.001	0.001	0.003	0.002	0.003	0.002	0.002	0.001	0.002	0.002	0.104	0.006	0.002	0.002	0.002	0.004	0.04	0.002	0.001	0.002	0.002	0.004	0.003	0.004	0.012	0.008	0.008	0.017	0.009	0.022	0.025	0.009	0.004

Weighted by: weight

- Column Means: Columns Tested (5%): A/B, C/D/E/F/G, H/I/J, K/L/M/N/O/P/Q, R/S/T, U/V/W/X/Y/Z/a/b/c/d/e/f/g Minimum Base: 30 (**), Small Base: 100 (*)
 Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G, H/I/J, K/L/M/N/O/P/Q, R/S/T, U/V/W/X/Y/Z/a/b/c/d/e/f/g Minimum Base: 30 (**), Small Base: 100 (*)
 Continuity correction applied



Q1. To what extent do you agree or disagree with each of the following statements about locally produced food? - It is possible to have a complete balanced diet based on locally produced food.

Base: All respondents

	GENDER			AGE					REGION			EDUCATION							SOCIAL CLASS			INCOME												
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Junior School	Secondary school up to 16, no GCSEs (O-Levels)	Secondary school up to 16, with GCSEs (O-Levels)	Secondary school/sixth form college up to 18 with A Levels	Completed university degree/postgraduate course	Other college qualification, e.g. BTEC, City & Guilds	Prefer not to say/don't know	High	Mid	Low	Up to £17,399	£17,400 - £21,749	£21,750 - £26,099	£26,100 - £30,499	£30,500 - £34,799	£34,800 - £39,149	£39,150 - £43,499	£43,500 - £47,849	£47,850 - £52,199	£52,200 - £56,549	£56,550 - £60,900	Over £60,900	Don't know/prefer not to state
Unweighted Base	1034	518	516	189	224	212	226	183	337	341	356	6	77	197	229	341	160	24	273	485	276	232	105	118	91	61	57	58	38	43	20	19	66	126
Weighted Base	1034	516	518	192	221	212	226	182	357	305	372	9	111	247	209	284	153	21	274	510	250	202	104	121	96	66	61	57	39	40	22	17	71	132
Totally agree (4)	295	141	154	52	76	44	61	61	103	90	112	6	30	70	61	87	38	3	88	139	68	43	36	29	18	17	19	12	9	11	5	19	29	22%
	29%	27%	30%	27%	34%	21%	27%	34%	29%	26%	30%	65%	27%	28%	29%	31%	25%	12%	32%	27%	27%	31%	34%	24%	30%	27%	27%	31%	30%	23%	51%	27%	27%	22%
Tend to agree (3)	495	246	249	94	104	121	102	74	171	151	174	-	50	112	99	142	78	13	131	249	115	93	46	59	39	36	27	32	20	25	9	12	38	59
	48%	48%	48%	49%	47%	57%	45%	41%	48%	49%	47%	-	45%	46%	47%	50%	51%	64%	48%	49%	46%	46%	44%	48%	41%	55%	44%	51%	52%	62%	43%	68%	53%	45%
Tend to disagree (2)	212	111	101	40	36	37	55	44	73	65	74	2	26	57	46	43	35	3	51	104	57	37	18	29	27	12	15	11	6	4	1	1	13	38
	21%	22%	19%	21%	16%	18%	24%	24%	21%	21%	20%	25%	24%	23%	22%	15%	23%	13%	18%	20%	23%	18%	17%	24%	28%	19%	25%	18%	16%	10%	6%	5%	18%	20%
Totally disagree (1)	29	16	13	6	6	9	7	2	9	10	10	1	5	6	2	11	2	2	5	15	10	9	4	3	-	-	2	-	1	2	-	-	2	6
	3%	3%	3%	3%	3%	4%	3%	1%	3%	3%	3%	10%	4%	3%	1%	4%	1%	11%	2%	3%	4%	5%	4%	3%	-	-	4%	-	3%	4%	-	-	2%	4%
Don't know	2	1	1	-	-	1	1	-	-	-	2	-	-	1	-	-	-	-	2	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-
NET : Agree	790	387	403	146	180	165	163	136	274	230	286	6	81	182	161	229	116	16	219	389	183	156	82	88	68	54	43	52	32	34	21	17	57	88
	76%	75%	78%	76%	81%	78%	72%	74%	77%	76%	77%	65%	72%	74%	77%	81%	76%	76%	80%	76%	73%	77%	79%	72%	71%	81%	71%	82%	82%	86%	94%	95%	80%	67%
NET : Disagree	241	127	114	46	41	46	62	47	83	75	84	3	31	63	48	54	37	5	56	119	67	47	22	32	27	12	18	11	7	6	1	1	14	43
	23%	25%	22%	24%	19%	22%	27%	26%	23%	24%	23%	35%	28%	26%	23%	19%	24%	24%	20%	23%	27%	23%	21%	27%	28%	19%	29%	18%	14%	6%	5%	20%	33%	
Mean score	3.02	3	3.05	3	3.13	2.95	2.97	3.07	3.03	2.98	3.05	3.19	2.96	3	3.06	3.07	3	2.76	3.1	3.01	2.96	3.03	3.09	2.94	3.02	3.08	2.94	3.13	3.09	3.05	3.45	3.22	3.05	2.85
Standard Deviation	0.778	0.786	0.77	0.778	0.769	0.743	0.798	0.794	0.776	0.777	0.782	1.194	0.823	0.789	0.744	0.784	0.725	0.825	0.753	0.773	0.812	0.826	0.822	0.774	0.77	0.674	0.83	0.691	0.755	0.711	0.624	0.536	0.734	0.814
Error Variance	0.001	0.001	0.001	0.003	0.003	0.003	0.003	0.003	0.002	0.002	0.002	0.153	0.006	0.003	0.003	0.002	0.003	0.032	0.002	0.001	0.003	0.003	0.007	0.005	0.006	0.007	0.011	0.008	0.015	0.013	0.018	0.016	0.008	0.005

Weighted by: weight

- Column Means: Columns Tested (5%): A/B, C/D/E/F/G, H/I/J, K/L/M/N/O/P/Q, R/S/T, U/V/W/X/Y/Z/a/b/c/d/e/f/g Minimum Base: 30 (**), Small Base: 100 (*) -
 Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G, H/I/J, K/L/M/N/O/P/Q, R/S/T, U/V/W/X/Y/Z/a/b/c/d/e/f/g Minimum Base: 30 (**), Small Base: 100 (*) -
 Continuity correction applied



Q2. How often do you do the following ...? - Summary Table

Base: All respondents

	You try to find out if the food you are buying is produced locally	You buy food from the shop closest to where you live (supermarket or some other retail shop)	You buy food directly from farmers (for example farmers markets or farmers shops)	When eating out, you try to eat at restaurants which use locally produced food
	A	B	C	D
Unweighted Base	1034	1034	1034	1034
Weighted Base	1034	1034	1034	1034
Yes, often (4)	161 16%	473 46% ACD	135 13%	144 14%
Yes, sometimes (3)	363 35% C	383 37% C	302 29%	363 35% C
Yes, rarely (2)	236 23% B	95 9%	269 26% BD	220 21% B
No, never (1)	267 26% B	78 8%	325 31% AB	304 29% B
Don't know	7 1%	5 1%	4 *	3 *
NET : Yes, total	760 74% C	951 92% ACD	705 68%	727 70%
NET : Yes - always/sometimes	524 51% C	856 83% ACD	436 42%	507 49% C
NET : Rarely/never	503 49% B	173 17%	594 57% ABD	524 51% B
Mean score	2.41 C	3.22 ACD	2.24	2.34
Standard Deviation	1.037	0.899	1.037	1.045
Error Variance	0.001	0.001	0.001	0.001

Weighted by: weight

Overlap formulae used - Column Means: Columns Tested (5%): A/B/C/D Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Continuity correction applied

Columns Tested (5%): A/B/C/D Minimum Base:



TNS Ncompass

Q2. How often do you do the following ...? - You try to find out if the food you are buying is produced locally

Base: All respondents

	GENDER			AGE					REGION			EDUCATION							SOCIAL CLASS			INCOME													
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Junior School	Secondary school up to 16, with GCSEs (O-Levels)	Secondary school up to 16, with GCSEs (O-Levels)	Secondary school/sixth form college up to 18 with A Levels	Completed university degree/postgraduate course	Other college qualification, e.g. BTEC, City & Guilds	Prefer not to say/don't know	High	Mid	Low	Up to £17,399	£17,400 - £21,749	£21,750 - £26,099	£26,100 - £30,499	£30,500 - £34,799	£34,800 - £39,149	£39,150 - £43,499	£43,500 - £47,849	£47,850 - £52,199	£52,200 - £56,549	£56,550 - £60,900	Over £60,900	Don't know/prefer not to state	
Unweighted Base	1034	518	516	189	224	212	226	183	337	341	356	6	77	197	229	341	160	24	273	485	276	232	105	118	91	61	57	58	38	43	20	19	66	126	
Weighted Base	1034	516	518	192	221	212	226	182	357	305	372	9	111	247	209	284	153	21	274	510	250	202	104	121	96	66	61	63	39	40	22	17	71	132	
Yes, often (4)	16%	16%	15%	19%	19%	13%	12%	16%	14%	14%	19%	65%	17%	13%	18%	16%	13%	20%	14%	14%	20%	12%	18%	11%	15%	16%	22%	25%	10%	11%	6%	17%	12%	9%	
Yes, sometimes (3)	36%	33%	37%	33%	37%	38%	33%	34%	38%	35%	32%	29%	36%	30%	28%	42%	34%	49%	39%	37%	28%	36%	35%	37%	37%	36%	38%	34%	39%	46%	40%	39%	30%	26%	
Yes, rarely (2)	23%	21%	25%	25%	22%	23%	21%	23%	23%	22%	22%	18%	21%	28%	24%	21%	30%	22%	23%	24%	16%	26%	21%	32%	22%	19%	15%	21%	28%	33%	27%	29%	29%	U	
No, never (1)	26%	29%	22%	23%	20%	24%	24%	27%	23%	28%	27%	35%	35%	30%	18%	30%	22%	19%	26%	13%	34%	26%	27%	23%	19%	27%	28%	30%	10%	23%	21%	22%	25%	36%	
Don't know	7%	3%	3%	-	3%	2%	1%	2%	4%	1%	2%	-	2%	-	2%	3%	-	3%	2%	2%	3%	-	1%	-	-	-	-	2%	-	-	-	-	1%	-	
NET : Yes, total	76%	70%	77%	77%	78%	75%	66%	73%	75%	72%	73%	65%	64%	70%	76%	82%	69%	78%	80%	74%	66%	72%	73%	77%	81%	73%	72%	70%	85%	77%	79%	78%	74%	64%	
NET : Yes - always/sometimes	54%	49%	52%	51%	56%	51%	45%	50%	52%	49%	51%	65%	46%	47%	58%	47%	49%	58%	51%	42%	56%	56%	47%	56%	49%	51%	54%	54%	56%	64%	56%	51%	45%	47%	36%
NET : Rarely/never	49%	50%	47%	49%	43%	48%	55%	49%	47%	51%	49%	35%	52%	51%	41%	51%	41%	51%	41%	49%	58%	42%	53%	44%	51%	49%	46%	44%	31%	44%	49%	55%	37%	64%	
Mean score	2.41	2.36	2.46	2.47	2.55	2.41	2.23	2.39	2.43	2.35	2.43	2.94	2.29	2.33	2.41	2.57	2.32	2.27	2.6	2.4	2.22	2.5	2.32	2.52	2.41	2.39	2.42	2.48	2.83	2.43	2.4	2.29	2.39	2.1	
Standard Deviation	1.037	1.066	1.006	1.044	1.026	1.001	1.049	1.047	1.001	1.033	1.074	1.518	1.124	1.045	1.045	0.964	1.048	0.814	1.012	1.022	1.061	1.092	1.006	1.041	0.93	1.048	1.066	1.14	0.95	0.965	0.959	0.901	1.048	0.998	
Error Variance	0.001	0.002	0.002	0.006	0.005	0.005	0.005	0.006	0.003	0.004	0.003	0.247	0.011	0.004	0.005	0.003	0.007	0.032	0.004	0.002	0.005	0.006	0.01	0.009	0.009	0.017	0.019	0.021	0.024	0.023	0.042	0.047	0.016	0.008	

Weighted by: weight

- Column Means: Columns Tested (5%): A/B, C/D/E/F/G, H/I/J, K/L/M/N/O/P/Q, R/S/T, U/V/W/X/Y/Z/a/b/c/d/e/f/g Minimum Base: 30 (**), Small Base: 100 (*)
 Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G, H/I/J, K/L/M/N/O/P/Q, R/S/T, U/V/W/X/Y/Z/a/b/c/d/e/f/g Minimum Base: 30 (**), Small Base: 100 (*)
 Continuity correction applied



Q2. How often do you do the following ...? - You buy food from the shop closest to where you live (supermarket or some other retail shop)

Base: All respondents

	GENDER			AGE					REGION			EDUCATION								SOCIAL CLASS			INCOME													Don't know/pref er not to state
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Junior School	Secondary school up to 16, no GCSEs (O-Levels)	Secondary school up to 16, with GCSEs (O-Levels)	Secondary school/sixth form college up to 18 with A Levels	Completed university degree/postgraduate course	Other college qualification, e.g. BTEC, City & Guilds	Prefer not to say/don't know	High	Mid	Low	Up to £17,399	£17,400 - £21,749	£21,750 - £26,099	£26,100 - £30,499	£30,500 - £34,799	£34,800 - £39,149	£39,150 - £43,499	£43,500 - £47,849	£47,850 - £52,199	£52,200 - £56,549	£56,550 - £60,900	Over £60,900			
Unweighted Base	1034	518	516	189	224	212	226	183	337	341	356	6	77	197	229	341	160	24	273	485	276	232	105	118	91	61	57	58	38	43	20	19	66	126		
Weighted Base	1034	516	518	192	221	212	226	182	357	305	372	9	111	247	209	284	153	21	274	510	250	202	104	121	96	66	61	63	39	40	22	17	71	132		
Yes, often (4)	46%	49%	42%	37%	37%	43%	CD	CDE	44%	47%	46%	**	*	O	40%	51%	O	19%	43%	44%	52%	51%	53%	50%	44%	34%	52%	36%	56%	52%	46%	**	**	*	36%	
Yes, sometimes (3)	38%	32%	42%	43%	47%	39%	32%	22%	39%	34%	37%	**	*	O	35%	43%	33%	50%	42%	40%	26%	37%	29%	30%	37%	47%	41%	46%	30%	35%	33%	43%	39%	41%		
Yes, rarely (2)	9%	4%	10%	10%	9%	11%	7%	9%	8%	11%	9%	**	*	M	12%	8%	14%	9%	9%	10%	8%	11%	11%	13%	9%	6%	16%	7%	11%	13%	14%	**	**	U		
No, never (1)	8%	10%	5%	9%	7%	6%	10%	9%	6%	7%	18%	**	MO*	6%	5%	8%	18%	5%	7%	11%	16%	8%	6%	11%	6%	1%	3%	3%	-	9%	5%	**	**	Zc*		
Don't know	5%	3%	3%	2%	2%	1%	-	-	4%	1%	-	-	-	2%	2%	1%	1%	-	2%	2%	2%	-	1%	-	-	1%	-	-	2%	1%	-	-	-	-	1%	
NET : Yes, total	95%	90%	94%	90%	93%	92%	93%	90%	91%	93%	92%	**	*	L	91%	95%	91%	82%	94%	93%	88%	92%	93%	89%	94%	90%	99%	97%	93%	98%	91%	95%	85%	89%		
NET : Yes - always/sometimes	85%	81%	84%	80%	84%	82%	86%	81%	84%	81%	83%	**	LN	81%	82%	84%	69%	85%	84%	78%	78%	88%	82%	80%	80%	81%	81%	86%	87%	84%	79%	80%	78%	*	*	
NET : Rarely/never	17%	18%	15%	16%	16%	17%	14%	19%	16%	18%	16%	**	M*	18%	17%	15%	31%	14%	16%	21%	12%	17%	20%	20%	18%	7%	19%	9%	11%	21%	20%	22%	22%	U2		
Mean score	3.22	3.21	3.22	3.1	3.14	3.19	3.34	3.3	3.19	3.23	3.23	3.11	3.03	3.36	3.2	3.18	3.28	2.7	3.23	3.22	3.2	3.32	3.3	3.19	3.18	3.07	3.44	3.14	3.47	3.42	3.16	3.13	3.03	3.03		
Standard Deviation	0.899	0.962	0.834	0.906	0.848	0.878	0.868	0.995	0.913	0.888	0.898	1.318	1.085	0.82	0.913	0.822	0.911	0.993	0.825	0.876	1.019	0.879	0.901	0.999	0.897	0.891	0.649	0.787	0.751	0.69	0.969	0.868	1.032	0.954		
Error Variance	0.001	0.002	0.001	0.004	0.003	0.004	0.003	0.005	0.002	0.003	0.002	0.187	0.011	0.003	0.004	0.002	0.005	0.047	0.002	0.002	0.004	0.004	0.008	0.008	0.008	0.012	0.007	0.01	0.015	0.012	0.043	0.043	0.015	0.007		

Weighted by: weight

- Column Means: Columns Tested (5%): A/B, C/D/E/F/G, H/I/J, K/L/M/N/O/P/Q, R/S/T, U/V/W/X/Y/Z/a/b/c/d/e/f/g Minimum Base: 30 (**), Small Base: 100 (*) -
 Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G, H/I/J, K/L/M/N/O/P/Q, R/S/T, U/V/W/X/Y/Z/a/b/c/d/e/f/g Minimum Base: 30 (**), Small Base: 100 (*) -
 Continuity correction applied



Q2. How often do you do the following ...? - You buy food directly from farmers (for example farmers markets or farmers shops)

Base: All respondents

	GENDER			AGE					REGION			EDUCATION							SOCIAL CLASS			INCOME												
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Junior School	Secondary school up to 16, with GCSEs (O-Levels)	Secondary school up to 16, with GCSEs (O-Levels)	Secondary school/sixth form college up to 18 with A Levels	Completed university degree/postgraduate course	Other college qualification, e.g. BTEC, City & Guilds	Prefer not to say/don't know	High	Mid	Low	Up to £17,399	£17,400 - £21,749	£21,750 - £26,099	£26,100 - £30,499	£30,500 - £34,799	£34,800 - £39,149	£39,150 - £43,499	£43,500 - £47,849	£47,850 - £52,199	£52,200 - £56,549	£56,550 - £60,900	Over £60,900	Don't know/prefer not to state
Unweighted Base	1034	518	516	189	224	212	226	183	337	341	356	6	77	197	229	341	160	24	273	485	276	232	105	118	91	61	57	58	38	43	20	19	66	126
Weighted Base	1034	516	518	192	221	212	226	182	357	305	372	9	111	247	209	284	153	21	274	510	250	202	104	121	96	66	61	63	39	40	22	17	71	132
Yes, often (4)	13%	12%	14%	18%	14%	9%	11%	14%	10%	15%	14%	6%	12%	11%	15%	13%	14%	-	50	64	20	26	8	20	11	9	7	15	12	3	3	10	8	6%
Yes, sometimes (3)	30%	30%	29%	28%	34%	30%	27%	26%	28%	28%	31%	-	39	58	59	97	40	9	97	141	64	52	32	30	27	20	24	15	14	13	8	10	20	36
Yes, rarely (2)	26%	25%	27%	18%	25%	29%	27%	31%	30%	27%	22%	-	27	68	48	78	41	7	64	140	65	51	32	36	33	12	10	8	8	15	5	3	21	35
No, never (1)	32%	33%	30%	34%	26%	32%	36%	29%	32%	30%	32%	35%	30%	38%	33%	24%	33%	6	63	163	99	72	32	35	24	24	19	24	5	9	6	2	20	50
Don't know	4%	3%	1%	1%	2%	-	1%	-	2%	-	2%	-	-	2%	2%	-	-	1	1	2	1	1	-	-	-	-	-	-	-	-	-	-	1	2
NET : Yes, total	70%	66%	70%	65%	74%	68%	64%	71%	68%	70%	67%	65%	70%	62%	66%	75%	67%	73%	77%	68%	60%	64%	70%	71%	75%	63%	68%	62%	77%	71%	71%	71%	71%	60%
NET : Yes - always/sometimes	43%	41%	43%	47%	48%	39%	37%	39%	38%	43%	45%	65%	46%	84	91	134	61	9	146	205	85	78	41	50	38	29	31	31	25	16	11	12	30	44
NET : Rarely/never	59%	58%	57%	53%	51%	61%	62%	61%	61%	57%	54%	35%	54%	66%	52%	60%	59%	46%	59%	46%	65%	61%	61%	59%	60%	56%	49%	51%	34%	20%	52%	30%	57%	65%
Mean score	2.24	2.2	2.28	2.31	2.37	2.16	2.12	2.24	2.17	2.28	2.27	2.94	2.27	2.06	2.26	2.36	2.21	2.14	2.49	2.21	2.03	2.16	2.17	2.28	2.26	2.22	2.31	2.35	2.82	2.25	2.31	2.7	2.28	2.01
Standard Deviation	1.037	1.031	1.041	1.132	1.02	0.98	1.022	1.021	0.992	1.055	1.062	1.518	1.008	1.022	1.079	0.996	1.054	0.828	1.037	1.031	0.994	1.059	0.959	1.056	0.97	1.097	1.046	1.225	1.019	0.908	1.038	0.91	1.033	0.957
Error Variance	0.001	0.002	0.002	0.007	0.005	0.005	0.005	0.006	0.003	0.004	0.003	0.247	0.009	0.004	0.006	0.004	0.007	0.033	0.004	0.002	0.004	0.006	0.009	0.009	0.01	0.018	0.018	0.024	0.027	0.021	0.049	0.047	0.015	0.007

Weighted by: weight

- Column Means: Columns Tested (5%): A/B, C/D/E/F/G, H/I/J, K/L/M/N/O/P/Q, R/S/T, U/V/W/X/Y/Z/a/b/c/d/e/f/g Minimum Base: 30 (**), Small Base: 100 (*)
 Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G, H/I/J, K/L/M/N/O/P/Q, R/S/T, U/V/W/X/Y/Z/a/b/c/d/e/f/g Minimum Base: 30 (**), Small Base: 100 (*)
 Continuity correction applied



Q2. How often do you do the following ...? - When eating out, you try to eat at restaurants which use locally produced food

Base: All respondents

	GENDER		AGE					REGION			EDUCATION								SOCIAL CLASS			INCOME												
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Junior School	Secondary school up to 16, no GCSEs (O-Levels)	Secondary school up to 16, with GCSEs (O-Levels)	Secondary school/sixth form college up to 18 with A Levels	Completed university degree/postgraduate course	Other college qualification, e.g. BTEC, City & Guilds	Prefer not to say/don't know	High	Mid	Low	Up to £17,399	£17,400 - £21,749	£21,750 - £26,099	£26,100 - £30,499	£30,500 - £34,799	£34,800 - £39,149	£39,150 - £43,499	£43,500 - £47,849	£47,850 - £52,199	£52,200 - £56,549	£56,550 - £60,900	Over £60,900	Don't know/prefer not to state
Unweighted Base	1034	518	516	189	224	212	226	183	337	341	356	6	77	197	229	341	160	24	273	485	276	232	105	118	91	61	57	58	38	43	20	19	66	126
Weighted Base	1034	516	518	192	221	212	226	182	337	305	356	9	111	247	209	284	153	21	274	510	250	202	104	121	96	66	61	63	39	40	22	17	71	132
Yes, often (4)	144	74	69	39	36	29	16	24	43	42	59	6	15	22	36	48	17	1	55	62	27	32	13	18	11	9	10	11	7	2	1	10	10	8%
	14%	14%	13%	20%	16%	14%	7%	13%	12%	14%	16%	65%	13%	9%	17%	17%	11%	3%	20%	12%	11%	16%	12%	15%	12%	12%	16%	18%	28%	18%	7%	6%	15%	*
Yes, sometimes (3)	363	184	180	64	86	68	75	70	138	99	126	-	53	86	54	112	49	10	104	186	73	59	32	48	42	19	20	22	13	15	9	32	44	
	35%	36%	35%	33%	39%	32%	33%	39%	33%	34%	-	47%	35%	26%	40%	32%	50%	38%	37%	29%	29%	30%	40%	44%	28%	34%	35%	33%	38%	41%	50%	45%	33%	
Yes, rarely (2)	220	102	118	30	52	51	50	37	70	68	82	2	11	49	57	38	4	57	102	60	38	26	25	23	13	17	10	11	8	8	4	8	28	
	21%	20%	23%	16%	23%	24%	22%	20%	20%	22%	22%	17%	10%	20%	28%	25%	21%	21%	20%	24%	19%	25%	20%	24%	20%	28%	16%	29%	21%	35%	26%	11%	21%	
No, never (1)	304	155	149	59	47	63	84	51	106	93	105	2	33	88	61	66	50	6	59	155	90	73	34	31	20	23	13	19	4	9	4	3	21	50
	29%	30%	29%	31%	21%	29%	37%	28%	30%	30%	28%	19%	29%	35%	29%	23%	33%	27%	21%	31%	36%	36%	32%	25%	21%	35%	22%	30%	11%	23%	17%	19%	30%	38%
Don't know	3	1	2	-	-	2	1	-	-	3	-	-	-	3	-	-	-	-	3	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-
	*	*	*	-	-	1%	*	-	-	1%	-	-	-	1%	-	-	-	-	1%	-	-	-	-	-	4%	-	-	-	-	-	-	-	-	-
NET : Yes, total	727	360	367	133	174	147	141	131	251	209	267	8	79	156	149	217	103	15	216	351	160	129	70	90	76	40	48	44	35	31	18	14	50	82
	70%	70%	71%	69%	79%	69%	62%	72%	70%	69%	72%	81%	71%	63%	71%	77%	67%	73%	79%	69%	64%	64%	68%	75%	79%	60%	78%	70%	77%	83%	77%	81%	70%	62%
NET : Yes - always/sometimes	507	258	249	102	123	97	91	94	181	141	185	6	67	108	90	160	65	11	158	249	100	91	44	66	53	27	30	34	23	22	11	10	42	54
	49%	50%	48%	53%	55%	46%	40%	52%	51%	46%	50%	65%	60%	44%	43%	56%	43%	53%	58%	49%	40%	45%	42%	54%	56%	40%	50%	53%	60%	56%	48%	56%	50%	41%
NET : Rarely/never	524	257	267	90	99	113	134	88	176	161	187	3	44	136	119	124	87	10	116	258	150	111	60	55	43	36	30	30	15	18	11	8	29	78
	51%	50%	52%	47%	45%	53%	59%	48%	49%	53%	50%	35%	40%	55%	57%	44%	57%	47%	42%	51%	60%	55%	58%	46%	44%	55%	50%	47%	40%	44%	52%	44%	41%	59%
Mean score	2.34	2.34	2.33	2.43	2.51	2.3	2.1	2.37	2.33	2.3	2.37	3.11	2.44	2.17	2.31	2.5	2.21	2.29	2.56	2.31	2.15	2.25	2.22	2.44	2.47	2.18	2.45	2.41	2.77	2.51	2.38	2.43	2.44	2.11
Standard Deviation	1.045	1.057	1.035	1.126	1.004	1.043	0.992	1.03	1.029	1.051	1.059	1.318	1.052	1.022	1.071	1.028	1.02	0.914	1.038	1.037	1.03	1.112	1.036	1.026	0.95	1.076	1.015	1.107	0.982	1.045	0.862	0.884	1.07	1.005
Error Variance	0.001	0.002	0.002	0.007	0.005	0.005	0.004	0.006	0.003	0.004	0.003	0.187	0.01	0.004	0.005	0.004	0.007	0.04	0.004	0.002	0.004	0.006	0.01	0.009	0.009	0.018	0.017	0.019	0.025	0.028	0.034	0.045	0.016	0.008

Weighted by: weight

- Column Means: Columns Tested (5%): A/B, C/D/E/F/G, H/I/J, K/L/M/N/O/P/Q, R/S/T, U/V/W/X/Y/Z/a/b/c/d/e/f/g Minimum Base: 30 (**), Small Base: 100 (*)
 Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G, H/I/J, K/L/M/N/O/P/Q, R/S/T, U/V/W/X/Y/Z/a/b/c/d/e/f/g Minimum Base: 30 (**), Small Base: 100 (*)
 Continuity correction applied



Q3. To what extent do you agree or disagree with each of the following statements about locally produced food? - Summary Table

Base: All respondents

	It is difficult to find information about where to buy locally produced food	There are not enough places to buy locally produced food in the area where you live	The prices for locally produced food are too high	Buying locally produced food means the choice is too limited
	A	B	C	D
Unweighted Base	1034	1034	1034	1034
Weighted Base	1034	1034	1034	1034
Totally agree (4)	212 20% D	242 23% D	259 25% AD	170 16%
Tend to agree (3)	560 54%	540 52%	522 50%	569 55%
Tend to disagree (2)	222 21%	208 20%	227 22%	266 26% AB
Totally disagree (1)	38 4%	39 4%	22 2%	28 3%
Don't know	2 *	5 *	5 *	1 *
NET : Agree	772 75%	782 76%	781 76%	738 71%
NET : Disagree	260 25%	247 24%	248 24%	294 28% BC
Mean score	2.92	2.96 D	2.99 AD	2.85
Standard Deviation	0.749	0.767	0.746	0.713
Error Variance	0.001	0.001	0.001	*

Weighted by: weight

Overlap formulae used - Column Means: Columns Tested (5%): A/B/C/D Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B/C/D Minimum Base: 100 (*) Continuity correction applied



TNS Ncompass

Q3. To what extent do you agree or disagree with each of the following statements about locally produced food? - It is difficult to find information about where to buy locally produced food

Base: All respondents

	GENDER		AGE					REGION			EDUCATION								SOCIAL CLASS			INCOME												
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Junior School	Secondary school up to 16, no GCSEs (O-Levels)	Secondary school up to 16, with GCSEs (O-Levels)	Secondary school/sixth form college up to 18 with A Levels	Completed university degree/postgraduate course	Other college qualification, e.g. BTEC, City & Guilds	Prefer not to say/don't know	High	Mid	Low	Up to £17,399	£17,400 - £21,749	£21,750 - £26,099	£26,100 - £30,499	£30,500 - £34,799	£34,800 - £39,149	£39,150 - £43,499	£43,500 - £47,849	£47,850 - £52,199	£52,200 - £56,549	£56,550 - £60,900	Over £60,900	Don't know/prefer not to state
Unweighted Base	1034	518	516	189	224	212	226	183	337	341	356	6	77	197	229	341	160	24	273	485	276	232	105	118	91	61	57	58	38	43	20	19	66	126
Weighted Base	1034	516	518	192	221	212	226	182	357	305	372	9	111	247	209	284	153	21	274	510	250	202	104	121	96	66	61	63	39	40	22	17	71	132
Totally agree (4)	212	113	94	46	53	33	44	36	85	58	68	8	22	46	60	24	6	47	109	55	49	21	21	20	24	14	12	9	6	4	5	9	17	
Tend to agree (3)	560	268	293	104	118	118	126	94	181	175	205	2	58	140	119	155	77	9	138	294	129	99	58	77	52	27	36	36	15	24	7	9	39	82
Tend to disagree (2)	222	108	114	35	47	53	39	47	80	58	84	-	26	51	59	43	3	74	94	54	42	19	19	22	14	8	13	14	10	11	4	18	28	
Totally disagree (1)	38	21	17	6	3	8	16	5	10	13	15	-	5	10	9	9	2	14	13	11	12	5	4	2	1	3	1	1	-	1	-	5	4	
Don't know	2	1	1	1	1	-	-	-	1	1	-	-	1	-	-	-	-	1	-	1	1	1	-	-	-	-	1	-	-	-	-	-	-	-
NET : Agree	772	385	387	150	170	151	170	130	266	233	273	9	80	186	166	215	101	16	185	403	184	148	80	98	72	51	49	48	24	30	10	14	49	100
NET : Disagree	260	129	131	42	50	61	55	52	90	71	99	-	31	61	43	68	52	89	107	65	54	24	23	24	15	12	14	15	10	12	4	23	32	32
Mean score	2.92	2.94	2.9	2.99	3	2.83	2.88	2.89	2.96	2.92	2.88	3.83	2.88	2.9	3	2.94	2.76	2.92	2.8	2.98	2.92	2.92	2.93	2.95	2.94	3.13	2.98	2.95	2.82	2.92	2.62	3.05	2.74	2.86
Standard Deviation	0.749	0.774	0.724	0.748	0.717	0.725	0.8	0.745	0.761	0.737	0.748	0.393	0.771	0.737	0.686	0.743	0.785	0.964	0.783	0.708	0.781	0.823	0.763	0.684	0.714	0.788	0.771	0.707	0.822	0.633	0.825	0.713	0.768	0.668
Error Variance	0.001	0.001	0.001	0.003	0.002	0.002	0.003	0.003	0.002	0.002	0.002	0.017	0.005	0.002	0.002	0.002	0.004	0.044	0.002	0.001	0.002	0.003	0.006	0.004	0.005	0.009	0.01	0.008	0.017	0.01	0.031	0.029	0.008	0.003

Weighted by: weight

- Column Means: Columns Tested (5%): A/B, C/D/E/F/G, H/I/J, K/L/M/N/O/P/Q, R/S/T, U/V/W/X/Y/Z/a/b/c/d/e/f/g Minimum Base: 30 (**), Small Base: 100 (*) -
 Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G, H/I/J, K/L/M/N/O/P/Q, R/S/T, U/V/W/X/Y/Z/a/b/c/d/e/f/g Minimum Base: 30 (**), Small Base: 100 (*) -
 Continuity correction applied



Q3. To what extent do you agree or disagree with each of the following statements about locally produced food? - There are not enough places to buy locally produced food in the area where you live

Base: All respondents

	GENDER			AGE					REGION			EDUCATION							SOCIAL CLASS			INCOME													
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Junior School	Secondary school up to 16, no GCSEs (O-Levels)	Secondary school up to 16, with GCSEs (O-Levels)	Secondary school/sixth form college up to 18 with A Levels	Completed university degree/postgraduate course	Other college qualification, e.g. BTEC, City & Guilds	Prefer not to say/don't know	High	Mid	Low	Up to £17,399	£17,400 - £21,749	£21,750 - £26,099	£26,100 - £30,499	£30,500 - £34,799	£34,800 - £39,149	£39,150 - £43,499	£43,500 - £47,849	£47,850 - £52,199	£52,200 - £56,549	£56,550 - £60,900	Over £60,900	Don't know/prefer not to state	
Unweighted Base	1034	518	516	189	224	212	226	183	337	341	356	6	77	197	229	341	160	24	273	485	276	232	105	118	91	61	57	58	38	43	20	19	66	126	
Weighted Base	1034	516	518	192	221	212	226	182	357	305	372	9	111	247	209	284	153	31	274	510	250	202	104	121	96	66	61	57	39	40	22	17	71	132	
Totally agree (4)	23%	24%	23%	27%	27%	21%	22%	20%	24%	25%	21%	83%	19%	20%	25%	20%	36%	21%	24%	26%	26%	20%	20%	24%	23%	17%	14%	16%	15%	11%	4%	6%	11%	29%	
Tend to agree (3)	54%	25%	28%	9%	11%	10%	11%	10%	15%	15%	2%	5%	14%	10%	14%	7%	6%	14%	26%	12%	12%	10%	6%	7%	5%	3%	3%	3%	11%	17%	12%	4%	4%	68%	
Tend to disagree (2)	20%	11%	9%	3%	4%	5%	4%	3%	6%	6%	-	-	21%	4%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Totally disagree (1)	4%	18%	21%	8%	6%	12%	7%	13%	7%	19%	-	6%	9%	3%	11%	8%	2%	11%	16%	12%	8%	4%	6%	5%	2%	1%	3%	3%	-	-	1%	-	2%	8%	
Don't know	5%	4%	1%	1%	4%	-	-	4%	1%	-	-	4%	-	-	1%	-	-	1%	4%	-	-	-	-	1%	-	4%	-	-	-	-	-	-	1%	-	
NET : Agree	78%	73%	78%	76%	77%	72%	74%	80%	77%	76%	100%	72%	77%	78%	76%	72%	63%	74%	76%	75%	76%	78%	82%	77%	72%	71%	81%	67%	72%	75%	60%	76%	74%		
NET : Disagree	24%	13%	12%	4%	4%	6%	5%	3%	7%	7%	-	2%	4%	2%	6%	4%	8%	6%	23%	24%	24%	22%	18%	23%	15%	17%	12%	19%	33%	28%	5%	7%	17%	35%	
Mean score	2.96	2.94	2.97	2.99	3.03	2.9	2.91	2.96	2.99	2.99	2.9	3.83	2.9	2.94	3.02	2.97	2.87	2.88	2.91	2.98	2.96	2.97	2.93	2.98	2.98	3.02	2.89	3.02	3.05	3	2.91	2.97	2.89	2.89	
Standard Deviation	0.767	0.781	0.752	0.8	0.764	0.752	0.79	0.721	0.756	0.752	0.788	0.393	0.773	0.736	0.728	0.775	0.79	1.054	0.763	0.75	0.805	0.792	0.764	0.709	0.739	0.745	0.808	0.773	0.852	0.758	0.742	0.901	0.687	0.813	
Error Variance	0.001	0.001	0.001	0.003	0.003	0.003	0.003	0.003	0.002	0.002	0.002	0.017	0.006	0.002	0.003	0.002	0.004	0.053	0.002	0.001	0.003	0.003	0.006	0.004	0.006	0.009	0.011	0.009	0.019	0.014	0.025	0.047	0.007	0.005	

Weighted by: weight

- Column Means: Columns Tested (5%): A/B, C/D/E/F/G, H/I/J, K/L/M/N/O/P/Q, R/S/T, U/V/W/X/Y/Z/a/b/c/d/e/f/g Minimum Base: 30 (**), Small Base: 100 (*)
 Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G, H/I/J, K/L/M/N/O/P/Q, R/S/T, U/V/W/X/Y/Z/a/b/c/d/e/f/g Minimum Base: 30 (**), Small Base: 100 (*)
 Continuity correction applied



Q3. To what extent do you agree or disagree with each of the following statements about locally produced food? - The prices for locally produced food are too high

Base: All respondents

	GENDER			AGE					REGION			EDUCATION							SOCIAL CLASS			INCOME													
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Junior School	Secondary school up to 16, no GCSEs (O-Levels)	Secondary school up to 16, with GCSEs (O-Levels)	Secondary school/sixth form college up to 18 with A levels	Completed university degree/postgraduate course	Other college qualification, e.g. BTEC, City & Guilds	Prefer not to say/don't know	High	Mid	Low	Up to £17,399	£17,400 - £21,749	£21,750 - £26,099	£26,100 - £30,499	£30,500 - £34,799	£34,800 - £39,149	£39,150 - £43,499	£43,500 - £47,849	£47,850 - £52,199	£52,200 - £56,549	£56,550 - £60,900	Over £60,900	Don't know/prefer not to state	
Unweighted Base	1034	518	516	189	224	212	226	183	337	341	356	6	77	197	229	183	341	160	24	273	485	276	232	105	118	91	61	57	58	38	43	20	19	66	126
Weighted Base	1034	516	518	192	221	212	226	182	357	305	372	9	111	247	209	284	153	21	274	510	250	202	104	121	96	66	61	63	39	40	22	17	71	132	
Totally agree (4)	25%	24%	26%	27%	27%	24%	27%	20%	26%	24%	25%	83%	20%	24%	28%	27%	22%	11%	22%	25%	28%	30%	20%	24%	25%	28%	25%	23%	33%	30%	23%	16%	24%	21%	
Tend to agree (3)	52%	25%	27%	102	111	115	106	87	174	156	191	2	46	134	106	153	70	11	143	261	118	81	58	66	55	32	28	34	17	20	12	9	36	73	
Tend to disagree (2)	22%	24%	20%	33	44	44	50	56	82	69	76	-	35	52	48	45	6	66	106	55	56	21	25	16	11	15	13	9	8	3	5	16	28		
Totally disagree (1)	2%	12%	10%	5	3	2	9	2	5	6	11	-	4	3	6	3	2	7	9	6	4	4	1	1	-	3	1	-	-	2	1	2	3		
Don't know	5	5	-	-	4	1	-	-	4	1	-	-	4	-	-	1	-	-	5	-	-	1	-	-	4	-	-	-	-	-	-	-	-		
NET : Agree	781	378	403	154	170	166	167	124	266	230	285	9	69	192	165	229	104	13	202	390	189	142	78	95	80	51	43	49	30	32	17	12	53	100	
NET : Disagree	248	133	115	38	47	46	59	58	87	74	87	-	39	55	44	55	48	8	72	115	61	61	25	26	16	11	18	14	9	8	5	6	18	31	
Mean score	2.99	2.96	3.02	3.04	3.04	3.02	2.97	2.87	3	2.98	2.99	3.83	2.81	3	3.06	3.05	2.89	2.61	2.93	3.01	3.02	2.98	2.92	3.01	3.07	3.12	2.92	3	3.1	3.11	2.89	2.8	2.95	2.95	
Standard Deviation	0.746	0.759	0.732	0.743	0.731	0.695	0.808	0.737	0.74	0.737	0.76	0.393	0.809	0.707	0.721	0.725	0.773	0.846	0.742	0.733	0.776	0.817	0.735	0.701	0.663	0.691	0.828	0.71	0.755	0.7	0.882	0.773	0.766	0.718	
Error Variance	0.001	0.001	0.001	0.003	0.002	0.002	0.003	0.003	0.002	0.002	0.002	0.017	0.006	0.002	0.002	0.002	0.004	0.034	0.002	0.001	0.002	0.003	0.005	0.004	0.005	0.008	0.011	0.008	0.015	0.012	0.035	0.034	0.008	0.004	

Weighted by: weight

- Column Means: Columns Tested (5%): A/B, C/D/E/F/G, H/I/J, K/L/M/N/O/P/Q, R/S/T, U/V/W/X/Y/Z/a/b/c/d/e/f/g Minimum Base: 30 (**), Small Base: 100 (*) -
 Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G, H/I/J, K/L/M/N/O/P/Q, R/S/T, U/V/W/X/Y/Z/a/b/c/d/e/f/g Minimum Base: 30 (**), Small Base: 100 (*) -
 Continuity correction applied



Q3. To what extent do you agree or disagree with each of the following statements about locally produced food? - Buying locally produced food means the choice is too limited

Base: All respondents

	Total	GENDER		AGE					REGION			EDUCATION							SOCIAL CLASS			INCOME													
		Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Junior school	Secondary school up to 16, with no GCSEs (O-Levels)	Secondary school up to 16, with GCSEs (O-Levels)	Secondary school/sixth form college up to 18 with A Levels	Completed university degree/postgraduate course	Other college qualification, e.g. BTEC, City & Guilds	Prefer not to say/don't know	High	Mid	Low	Up to £17,399	£17,400 - £21,749	£21,750 - £26,099	£26,100 - £30,499	£30,500 - £34,799	£34,800 - £39,149	£39,150 - £43,499	£43,500 - £47,849	£47,850 - £52,199	£52,200 - £56,549	£56,550 - £60,900	Over £60,900	Don't know/prefer not to state	
Unweighted Base	1034	518	516	189	224	212	226	183	337	341	356	6	77	197	229	341	160	24	273	485	276	232	105	118	91	61	57	58	38	43	20	19	66	126	
Weighted Base	1034	516	518	192	221	212	226	182	357	305	372	9	111	247	209	284	153	21	274	510	250	202	104	121	96	66	61	63	39	40	22	17	71	132	
Totally agree (4)	16%	19%	14%	20%	19%	16%	15%	12%	16%	18%	15%	83%	22%	11%	36	51	21	3	37	88	45	41	20	15	12	10	10	14	8	6	4	4	7	20	
Tend to agree (3)	56%	26%	29%	102	124	115	127	102	205	165	199	2	64	155	113	153	71	12	154	273	141	100	50	75	57	39	39	34	17	27	10	7	43	71	
Tend to disagree (2)	26%	13%	13%	48	53	61	56	49	87	80	99	-	21	57	56	71	57	4	74	140	53	51	31	30	24	17	10	15	13	7	7	6	18	36	
Totally disagree (1)	28%	11%	16%	4	4	4	9	7	6	6	15	-	3	6	4	9	4	2	9	9	10	9	3	1	2	-	2	1	1	-	1	1	3	5	
Don't know	1%	-	1%	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	
NET : Agree	73%	36%	37%	140	165	148	161	124	263	218	256	9	88	182	149	204	92	14	191	361	186	141	69	90	70	49	49	48	25	33	14	11	50	91	
NET : Disagree	28%	14%	14%	52	56	64	65	56	94	87	114	-	23	63	60	80	61	7	83	149	62	60	35	31	26	17	12	16	7	8	7	40	21	41	
Mean score	2.85	2.88	2.82	2.91	2.92	2.83	2.82	2.77	2.88	2.87	2.81	3.83	2.98	2.83	2.87	2.87	2.71	2.7	2.8	2.86	2.89	2.86	2.83	2.86	2.83	2.89	2.93	2.96	2.83	2.98	2.78	2.78	2.76	2.8	
Standard Deviation	0.713	0.729	0.697	0.727	0.696	0.697	0.728	0.715	0.684	0.714	0.74	**	p*	0.712	0.638	0.706	0.736	0.734	0.858	0.708	0.705	0.735	0.786	0.769	0.625	0.667	0.635	0.685	0.706	0.772	0.577	0.79	0.856	0.679	0.733
Error Variance	*	0.001	0.001	0.003	0.002	0.002	0.002	0.003	0.001	0.002	0.001	0.017	0.005	0.002	0.002	0.002	0.004	0.035	0.002	0.001	0.002	0.003	0.006	0.003	0.005	0.006	0.008	0.008	0.015	0.008	0.028	0.042	0.006	0.004	

Weighted by: weight

- Column Means: Columns Tested (5%): A/B, C/D/E/F/G, H/I/J, K/L/M/N/O/P/Q, R/S/T, U/V/W/X/Y/Z/a/b/c/d/e/f/g Minimum Base: 30 (**), Small Base: 100 (*) -
 Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G, H/I/J, K/L/M/N/O/P/Q, R/S/T, U/V/W/X/Y/Z/a/b/c/d/e/f/g Minimum Base: 30 (**), Small Base: 100 (*) -
 Continuity correction applied

