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## **Exploring Consumer Perceptions of Farming & Food Production on the Island of Ireland**

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[Note: The questions outlined below are part of a more expansive questionnaire. They relate to the questions in the survey that explicitly assess perceptions of animal welfare. Therefore, the numbering of some questions does not follow a sequential order]

## Informed Consent

Welcome to our Exploring Consumer Perceptions of Farming and Food Production on the Island of Ireland survey! This survey takes on average 15 minutes to complete and we would really appreciate your views. We would like to know more about what consumers believe about how animals are being reared and produced in agriculture on the Island of Ireland. We also wish to discover the impacts of new information on these topics. The information we receive from the survey will help us understand which issues are important to consumers, and give insight into preferences on receiving information. This research is being carried out by scientists in Teagasc and in Queen's University Belfast.

I understand the purpose of this study

*Yes / No*

All the information collected about you during the course of the research will be kept strictly confidential. You will not be able to be identified or identifiable in any reports or publications. Any data collected about you during the survey will be stored in accordance with the General Data Protection Regulation 2016/679. Data collected may be shared in an anonymous form to allow reuse by the research team and other third parties. These anonymised data will not allow any participants to be identified or identifiable.

I understand that the information I provide in this survey will be anonymous.

*Yes / No*

Please note that by taking part in this survey you are providing consent for your data to be included in this research. You can withdraw from the survey at any time by closing the browser window and your data will not be included in the study. Data will only be used once you have completed the survey.

I understand that I can withdraw from this survey at any time by closing the browser window.

*Yes / No*

I agree to take part in this survey

*Yes / No*

## Demographics

### Gender

Are you: Male / Female

### Age range

- under 11
- 11-15 years
- 15-17 years
- 18-24 years
- 25-34 years
- 35-44 years
- 45-54 years
- 55-64 years
- 65+ years

### County

In which of the following counties do you currently live? (Drop-down: 32 options)

### Dietary preference

Which of the following describes your dietary preference? 5 Categories currently

- Vegetarian
- Partial vegetarian
- Meat eater
- Vegan *"Thank you for taking our survey. Unfortunately, you don't qualify for this particular study."* – redundant
- Other, please specify

### Amount of children

How many children do you have? For this question please only answer the number of children you are a parent or legal guardian:

- None
- 1
- 2
- 3
- 4
- 5
- 6 or more

### Age range of children

Do you currently have any children living in your household? Select all that apply

- Yes, aged 0-12 months
- Yes, aged 1-3 years
- Yes, aged 4-6 years
- Yes, aged 7-9 years
- Yes, aged 10-12 years
- Yes, aged 13-15 years
- Yes, aged 16-18 years

- Yes, aged over 18 years
- No, my children do not live at home
- No, I don't have any children

### **Marital status**

Are you:

- Single
- In a relationship (but not living together)
- Living with partner
- Married
- Widowed
- Divorced
- Separated
- Prefer not to say

### **Chief Earner**

Are you the Chief Income Earner in your household? The Chief Income Earner is the person in your household with the largest income. If your income is equal to your others in your family/household, or you are living in a shared/rented accommodation consider yourself the chief income earner. Yes (1) / No (2)

### **Chief Occupation**

To which occupational group does the Chief Income Earner in your household belongs to? The Chief Income Earner is the person in your household with the largest income. If your income is equal to others in your family/household, or you are living in a shared/rented accommodation, consider yourself the chief income earner.

- Higher Managerial/Professional/Administrative (i.e. Established Doctor; Dentist; Psychologist; Solicitor; Board Director in a large organisation (200+ employees); Top level civil servant or Public service employee; Business owner (10+ employees); Chartered Accountant; Architect, Pharmacist, Engineer, Professor)
- Intermediate Managerial/Professional/Administrative (i.e. Newly qualified (under 3 years) Doctor; Solicitor, Board director in a small organisation; Middle manager in large organisation; Principle officer in civil service or local government; Business owner (<10 employees)
- Supervisory/Clerical/Junior Managerial or Professional/Administrative (i.e. Office worker with no staff; Student Doctor; Teacher, Nurse, Guard, Social Care Worker, Foreman with 25+ employees; Salesperson)
- Student
- Skilled manual worker (i.e. Pub or Bar worker; Skilled Bricklayer; Carpenter; Plumber; Electrician; Painter; Bus or Ambulance Driver; HGV driver; AA patrolman)
- Semi or unskilled manual work (Manual worker; Apprentice to the skilled trade; Labourer; Cleaner; Shop assistant; Waiter/Waitress; Caretaker; Park keeper; non-HGV driver)
- Casual worker – not in permanent employment
- Housewife / Home-maker
- Retired
- Unemployed or not working due to long-term sickness

### **Social class (market research agency categorisation) - 2 Categories**

- ABC1F+
- C2DEF-

### **Employment status**

What is your current employment status? If more than one option is applicable, e.g. employed part-time and student, please select the activity that takes up the most of your time.

- Working full-time (35 or more hours per week)

- Working part-time (less than 35 hours per week)
- Contract, Temporary or Freelance Employee
- Self-employed full-time
- Self-employed part-time
- Unemployed and looking for work
- Looking after my home/family full-time
- Student (Full-time education, not working)
- Student (Working less than 30hrs per week)
- Student (Working more than 30hrs per week)
- Retired
- Unable to work

## Farm Animal Welfare Section

**[Q1].**

Thinking about farms in Ireland <Northern Ireland>, how do you rate the animal welfare conditions in the following sectors?

		Very Poor (1)	Poor (2)	Moderate (3)	Good (4)	Very Good (5)	I don't know (6)
[Q1r1]	Beef Production						
[Q1r2]	Chicken Production						
[Q1r3]	Egg production						
[Q1r4]	Pork Production						
[Q1r5]	Dairy Production						

**[Q2].**

In general, over the past 10 years, do you think that farm animal welfare in Ireland <Northern Ireland> in each of the following sectors has...

		...gotten much worse (1)	...gotten somewhat worse (2)	...is about the same (3)	...improved somewhat (4)	...improved a great deal (5)	I don't know (6)
[Q2r1]	Beef Production						
[Q2r2]	Chicken Production						
[Q2r3]	Egg production						
[Q2r4]	Pork Production						
[Q2r5]	Dairy Production						

**[Q4].**

Here are some statements others like you have made in relation to animal welfare. Please indicate how much you agree or disagree with each statement using the options provided

		Strongly Disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly Agree (5)
[Q4r1]	I always try to locate animal welfare friendly food where possible					
[Q4r2]	I would rather eat animal welfare friendly food than conventional products					
[Q4r3]	I would pay more for animal welfare friendly food than for conventional products					
[Q4r4]	I would source animal welfare friendly food if it were available					

**[Q5]**

Approximately, how often do you buy animal welfare friendly versions of products in the following categories? –

		Never (1)	Less than once a year (2)	Once or twice a year (3)	Every few months (4)	1-4 times a month (5)	A few times a week (6)	Daily (7)
[Q5r1]	Animal welfare friendly beef							
[Q5r2]	Animal welfare friendly chicken							
[Q5r3]	Animal welfare friendly eggs							

[Q5r4]	Animal welfare friendly pork							
[Q5r5]	Animal welfare friendly dairy							

**[Q6]**

Here are some statements others like you have made in relation to animal welfare. Please indicate how much you agree or disagree with each statement using the options provided. –

		Strongly Disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly Agree (5)
[Q6r1]	I find it easy to identify animal welfare friendly food					
[Q6r2]	I know where to buy animal welfare friendly food					
[Q6r3]	There is a sufficient choice of animal welfare friendly food					
[Q6r4]	There is sufficient information about animal welfare friendly food					
[Q6r5]	Animal welfare friendly products are easily available in food stores					
[Q6r6]	It is easy to identify animal welfare-friendly products using labels					

**[Q18].**

Please answer 'yes' or 'no' to each of the following statements:

- My parents have / had a farm (Yes – 1 / No – 2)
- My grandparents / other relatives have a farm (Yes – 1 / No – 2)
- Close neighbours / good acquaintances have a farm (Yes – 1 / No – 2)

**[Q19].**

During your lifetime, how many times have you visited a farm which rears livestock such as cows, pigs, chickens, sheep?

- Never (1)
- Once (2)
- 2-3 times (3)
- 4-5 times (4)
- More than 5 times (5)



## Final Demographics

**What is the highest level of education you have completed to date?**

- Primary School Level
- Lower Secondary (Inter/Junior Certificate)
- Higher Secondary (Leaving Certificate)
- Post Leaving Certificate (e.g. VEC)
- Third Level Non-Degree (e.g. Diploma)
- Undergraduate degree (less than 2 years)
- Undergraduate degree (3 years)
- Undergraduate degree (4 or more years)
- Post graduate: Masters
- Post graduate: PhD
- Post graduate: other (non-Masters or PhD)
- None of the above
- Prefer not to say

**Which of the following describes your household responsibility for grocery shopping?**

- I am solely responsible for grocery shopping for the household
- I am partly responsible for grocery shopping for the household

**How many people live in the household including you?**

- 1
- 2
- 3
- 4
- 5
- 6 or more

**How would you describe where you live?**

- Urban City
- Urban Town
- Suburban
- Rural Village
- Rural Countryside

**In which of the following bands would you place your personal yearly income (before tax and other deductions)?**

- Less than €3,000
- €3,000 - €4,999
- €5,000 - €9,999
- €10,000 - €19,999
- €20,000 - €29,999
- €30,000 - €39,999
- €40,000 - €49,999
- €50,000 - €59,999
- €60,000 - €69,999
- €70,000 - €79,999
- €80,000 - €89,999
- €90,000 - €99,999
- €100,000 or more

- Don't know / prefer not to say

**In which of the following bands would you place your household's combined yearly income (before tax and other deductions)? Household income is a measure of the combined incomes of all people sharing a particular household or place of residence. It includes every form of income, e.g. salaries and wages, retirement income, investment gains etc.**

- Up to €10,000
- €10,000 - €19,999
- €20,000 - €29,999
- €30,000 - €39,999
- €40,000 - €49,999
- €50,000 - €59,999
- €60,000 - €69,999
- €70,000 - €79,999
- €80,000 - €89,999
- €90,000 - €99,999
- €100,000 - €109,999
- €110,000 - €119,999
- €120,000 - €129,999
- €130,000 - €139,999
- €140,000 - €149,999
- €150,000 or more
- Don't know / prefer not to say

## Debriefing

**Finally, we would like to give you some information on this project.**

Due to the topic of the survey I would like to assure you that Irish agriculture and Irish farmers operate to a high standard of animal welfare. The welfare of farm animals, in Ireland, is highly regulated through the Department of Agriculture, Food & the Marine (DAFM) cross compliance inspection system. Furthermore, Bord Bia operate quality assurance schemes for the food industry. These schemes ensure best practice in farming and processing by adherence to relevant industry guidelines and international standards.

### **Information relating to labelling and EU regulations**

<http://www.meatfromeurope.eu/european-standards/>

If you have any concerns or would like more information, please visit the sites linked below or contact a member of the research team.

Web links for further information

### **Websites for consumer information:**

- Food safety Authority Ireland: [www.fsai.ie](http://www.fsai.ie)
- Safe Food Ireland: [www.safefood.eu](http://www.safefood.eu)

### **Website for further information on Farm Animal Health & Welfare:**

- [www.agriculture.gov.ie/animalhealthwelfare/](http://www.agriculture.gov.ie/animalhealthwelfare/)
- Animal Welfare: [www.fawac.ie](http://www.fawac.ie)

### **Websites for further information on antimicrobial resistance:**

- [www.fsai.ie/faq/antimicrobial\\_resistance.html](http://www.fsai.ie/faq/antimicrobial_resistance.html)
- <https://www.who.int/en/news-room/fact-sheets/detail/antibiotic-resistance>
- <https://www.who.int/news-room/facts-in-pictures/detail/antimicrobial-resistance>
- [https://www.who.int/foodsafety/areas\\_work/antimicrobial-resistance/amrfoodchain/en/](https://www.who.int/foodsafety/areas_work/antimicrobial-resistance/amrfoodchain/en/)

## ***Contacts for further information***

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I have read the information provided relating to labelling and EU regulations. I understand that there are laws in place and that for meat, eggs or milk to be sold in the EU.

Please tick the box to indicate that you have read the above information:

Yes (1) / No (2)

**<Survey ends>**