

Organic Food Study

CATI Fieldwork : 6th-8th January 2012

Absolutes/col percents

Table 1

Q1. How important is each of the following when you are buying food?**-Summary****Base: All respondents**

		Q1 Summary			
		Price	High standards of animal welfare	Wide availability in all shops	That a product is organic
Unweighted base		1003	1003	1003	1003
Weighted base		1003	1003	1003	1003
NET: Important		924 92%	898 90%	767 76%	338 34%
Very important	(4)	589 59%	614 61%	413 41%	77 8%
Somewhat important	(3)	335 33%	285 28%	354 35%	261 26%
Not very important	(2)	56 6%	77 8%	174 17%	401 40%
Not at all important	(1)	23 2%	27 3%	63 6%	264 26%
NET: Not important		79 8%	105 10%	236 24%	665 66%
Mean		3.48	3.48	3.11	2.15
Standard deviation		0.71	0.75	0.91	0.90
Standard error		0.02	0.02	0.03	0.03

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Table 2

Q1. How important is each of the following when you are buying food?**-Price****Base: All respondents**

		Gender		Age						Social Grade				Region					
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base		1003	446	557	70	183	182	184	171	213	370	216	135	282	269	257	246	142	89
Weighted base		1003	491	512	120	161	191	171	150	211	271	291	211	231	255	265	252	145	87
NET: Important		924	440	484	106	150	178	160	143	187	255	258	201	209	238	239	227	138	82
		92%	90%	95%	88%	94%	93%	94%	95%	89%	94%	89%	95%	91%	93%	90%	90%	96%	94%
Very important	(4)	589	275	313	64	89	121	100	91	123	143	150	148	147	139	142	161	94	52
		59%	56%	61%	53%	55%	64%	58%	61%	59%	53%	52%	70%	64%	55%	54%	64%	65%	60%
Somewhat important	(3)	335	165	170	42	61	56	60	52	64	112	108	53	62	98	97	66	45	29
		33%	34%	33%	35%	38%	29%	35%	35%	30%	41%	37%	25%	27%	39%	37%	26%	31%	34%
Not very important	(2)	56	32	24	12	6	6	11	3	18	12	21	8	15	15	17	15	6	3
		6%	7%	5%	10%	4%	3%	6%	2%	9%	4%	7%	4%	6%	6%	6%	6%	4%	4%
Not at all important	(1)	23	19	4	3	5	7	-	4	5	4	12	2	6	2	9	9	1	2
		2%	4%	1%	2%	3%	4%	-	2%	2%	1%	4%	1%	3%	1%	4%	4%	*	2%
NET: Not important		79	51	28	15	10	13	11	7	23	15	33	10	21	17	26	24	6	5
		8%	10%	5%	12%	6%	7%	6%	5%	11%	6%	11%	5%	9%	7%	10%	10%	4%	6%
Mean		3.48	3.42	3.55	3.39	3.46	3.53	3.52	3.54	3.45	3.46	3.36	3.65	3.52	3.47	3.40	3.51	3.60	3.52
Standard deviation		0.71	0.78	0.62	0.76	0.70	0.74	0.62	0.67	0.75	0.65	0.79	0.59	0.74	0.64	0.76	0.77	0.59	0.69
Standard error		0.02	0.04	0.03	0.09	0.05	0.05	0.05	0.05	0.05	0.03	0.05	0.05	0.04	0.04	0.05	0.05	0.05	0.07

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Table 3

Q1. How important is each of the following when you are buying food?**-High standards of animal welfare****Base: All respondents**

		Gender		Age						Social Grade				Region					
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base		1003	446	557	70	183	182	184	171	213	370	216	135	282	269	257	246	142	89
Weighted base		1003	491	512	120	161	191	171	150	211	271	291	211	231	255	265	252	145	87
NET: Important		898 90%	423 86%	475 93%	99 82%	142 88%	171 90%	154 90%	143 95%	190 90%	249 92%	256 88%	183 87%	210 91%	218 86%	245 93%	232 92%	130 90%	73 84%
Very important	(4)	614 61%	275 56%	338 66%	48 40%	87 54%	101 53%	118 69%	111 74%	148 70%	147 54%	181 62%	134 64%	152 66%	131 52%	164 62%	167 66%	101 69%	50 58%
Somewhat important	(3)	285 28%	148 30%	137 27%	50 42%	55 34%	70 37%	35 21%	32 21%	42 20%	102 38%	75 26%	49 23%	58 25%	87 34%	81 31%	65 26%	29 20%	23 26%
Not very important	(2)	77 8%	51 10%	26 5%	17 14%	14 8%	15 8%	14 8%	6 4%	12 6%	16 6%	25 9%	21 10%	15 6%	26 10%	13 5%	14 6%	12 8%	12 14%
Not at all important	(1)	27 3%	17 3%	11 2%	5 4%	5 3%	5 2%	3 2%	2 1%	8 4%	6 2%	9 3%	6 3%	6 3%	11 4%	7 3%	5 2%	3 2%	2 2%
NET: Not important		105 10%	68 14%	37 7%	22 18%	19 12%	20 10%	17 10%	7 5%	20 10%	22 8%	35 12%	27 13%	21 9%	37 14%	20 7%	20 8%	15 10%	14 16%
Mean		3.48	3.39	3.57	3.18	3.39	3.40	3.58	3.68	3.57	3.44	3.47	3.48	3.54	3.33	3.52	3.57	3.57	3.40
Standard deviation		0.75	0.81	0.69	0.82	0.78	0.74	0.72	0.61	0.77	0.71	0.79	0.79	0.73	0.83	0.71	0.70	0.73	0.81
Standard error		0.02	0.04	0.03	0.10	0.06	0.05	0.05	0.05	0.05	0.04	0.05	0.07	0.04	0.05	0.04	0.04	0.06	0.09

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Table 4

Q1. How important is each of the following when you are buying food?**-Wide availability in all shops****Base: All respondents**

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1003	446	557	70	183	182	184	171	213	370	216	135	282	269	257	246	142	89
Weighted base	1003	491	512	120	161	191	171	150	211	271	291	211	231	255	265	252	145	87
NET: Important	767	354	413	81	124	160	125	113	164	193	214	167	193	187	201	206	110	62
	76%	72%	81%	67%	77%	84%	73%	75%	78%	71%	73%	79%	84%	74%	76%	82%	76%	71%
Very important	(4)	413	179	234	38	54	80	70	101	83	100	110	120	97	109	112	67	28
		41%	36%	46%	32%	34%	42%	41%	46%	30%	34%	52%	52%	38%	41%	44%	47%	32%
Somewhat important	(3)	354	175	179	43	70	80	54	43	63	111	113	56	73	91	92	43	34
		35%	36%	35%	36%	44%	42%	32%	29%	30%	41%	39%	27%	32%	36%	35%	37%	39%
Not very important	(2)	174	89	85	34	23	24	33	25	33	58	29	29	47	47	33	27	20
		17%	18%	17%	29%	14%	13%	20%	17%	16%	21%	20%	14%	13%	18%	13%	18%	23%
Not at all important	(1)	63	49	14	5	13	7	13	12	14	20	15	9	20	16	13	8	5
		6%	10%	3%	4%	8%	4%	7%	8%	7%	7%	7%	4%	8%	6%	5%	5%	6%
NET: Not important		236	138	99	39	36	31	46	37	47	78	77	44	37	67	63	46	25
		24%	28%	19%	33%	23%	16%	27%	25%	22%	29%	27%	21%	16%	26%	24%	24%	29%
Mean		3.11	2.98	3.24	2.95	3.03	3.22	3.07	3.14	3.19	2.94	3.01	3.25	3.32	3.04	3.11	3.21	2.97
Standard deviation		0.91	0.97	0.82	0.87	0.90	0.80	0.95	0.97	0.93	0.90	0.90	0.94	0.83	0.94	0.91	0.86	0.89
Standard error		0.03	0.05	0.03	0.10	0.07	0.06	0.07	0.07	0.06	0.05	0.06	0.08	0.05	0.06	0.06	0.08	0.09

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Table 5

Q1. How important is each of the following when you are buying food?**-That a product is organic****Base: All respondents**

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1003	446	557	70	183	182	184	171	213	370	216	135	282	269	257	246	142	89
Weighted base	1003	491	512	120	161	191	171	150	211	271	291	211	231	255	265	252	145	87
NET: Important	338 34%	145 29%	193 38%	39 32%	51 32%	67 35%	64 38%	50 33%	67 32%	86 32%	100 34%	66 32%	85 37%	87 34%	98 37%	76 30%	50 35%	28 32%
Very important	(4) 8%	77 6%	47 9%	6 5%	12 8%	17 9%	13 8%	13 9%	15 7%	17 6%	18 6%	15 7%	28 12%	16 6%	24 9%	21 8%	13 9%	3 4%
Somewhat important	(3) 26%	115 23%	146 29%	33 27%	39 24%	49 26%	51 30%	36 24%	52 25%	69 26%	82 28%	52 24%	58 25%	70 28%	74 28%	55 22%	37 26%	25 28%
Not very important	(2) 40%	206 42%	194 38%	49 41%	73 45%	79 42%	58 34%	56 37%	86 41%	128 47%	96 33%	94 45%	83 36%	110 43%	92 35%	106 42%	55 38%	38 43%
Not at all important	(1) 26%	140 29%	124 24%	32 27%	36 23%	45 23%	48 28%	45 30%	58 27%	57 21%	95 33%	50 24%	63 27%	58 23%	75 28%	69 28%	40 28%	22 25%
NET: Not important	665 66%	347 71%	318 62%	81 68%	109 68%	124 65%	106 62%	101 67%	144 68%	185 68%	191 66%	144 68%	146 63%	168 66%	167 63%	176 70%	95 65%	59 68%
Mean	2.15	2.07	2.23	2.11	2.17	2.21	2.17	2.12	2.11	2.17	2.08	2.15	2.22	2.18	2.17	2.11	2.16	2.10
Standard deviation	0.90	0.87	0.92	0.86	0.87	0.91	0.93	0.94	0.89	0.83	0.92	0.86	0.98	0.86	0.95	0.91	0.93	0.82
Standard error	0.03	0.04	0.04	0.10	0.06	0.07	0.07	0.07	0.06	0.04	0.06	0.07	0.06	0.05	0.06	0.06	0.08	0.09

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Table 6

Q2. When buying food, to what extent are your decisions influenced by whether it is produced either organically or to high animal welfare standards?

Base: All respondents

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1003	446	557	70	183	182	184	171	213	370	216	135	282	269	257	246	142	89
Weighted base	1003	491	512	120	161	191	171	150	211	271	291	211	231	255	265	252	145	87
NET: Any influence	755	343	412	83	117	143	135	119	157	229	215	146	164	197	198	190	107	63
	75%	70%	80%	69%	73%	75%	79%	79%	75%	85%	74%	69%	71%	77%	75%	76%	74%	72%
To a great extent	256	109	147	19	37	48	42	48	63	62	86	46	62	57	79	60	37	22
	26%	22%	29%	15%	23%	25%	25%	32%	30%	23%	30%	22%	27%	22%	30%	24%	26%	26%
Somewhat	499	234	265	64	81	96	93	71	94	167	129	100	103	140	119	130	70	40
	50%	48%	52%	54%	50%	50%	54%	47%	45%	62%	44%	47%	45%	55%	45%	52%	48%	46%
Not at all	248	148	100	37	43	47	36	31	54	42	75	65	66	58	67	61	38	24
	25%	30%	20%	31%	27%	25%	21%	21%	25%	15%	26%	31%	29%	23%	25%	24%	26%	28%

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Table 7

Q3. How well do you think you understand the difference between organic and non-organic food? Do you ...**Base: All respondents**

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1003	446	557	70	183	182	184	171	213	370	216	135	282	269	257	246	142	89
Weighted base	1003	491	512	120	161	191	171	150	211	271	291	211	231	255	265	252	145	87
NET: Completely/ Somewhat	860 86%	422 86%	438 86%	96 80%	130 81%	175 92%	145 85%	140 93%	174 83%	248 92%	258 89%	172 82%	182 79%	220 86%	227 86%	213 85%	119 82%	81 92%
NET: At all	972 97%	476 97%	496 97%	116 97%	158 99%	188 99%	168 98%	146 97%	195 93%	265 98%	286 98%	204 97%	216 94%	247 97%	259 98%	242 96%	138 96%	85 98%
Understand it completely	438 44%	212 43%	225 44%	39 32%	66 41%	80 42%	84 49%	80 53%	89 42%	130 48%	132 46%	81 38%	94 41%	109 43%	109 41%	100 40%	79 54%	41 47%
Somewhat	423 42%	210 43%	213 42%	57 48%	64 40%	94 49%	61 36%	60 40%	85 40%	118 44%	125 43%	92 43%	88 38%	111 44%	118 44%	114 45%	41 28%	40 45%
Just a little	111 11%	54 11%	58 11%	20 17%	28 18%	14 7%	22 13%	6 4%	21 10%	16 6%	29 10%	32 15%	34 15%	27 11%	32 12%	28 11%	19 13%	5 5%
Don't understand it at all	31 3%	15 3%	16 3%	4 3%	2 1%	2 1%	3 2%	4 3%	16 7%	6 2%	5 2%	6 3%	14 6%	8 3%	6 2%	10 4%	6 4%	2 2%