

Wales Omnibus

Welsh Government Free Range
Eggs and Poultry Meat Survey

June 2024



Prepared for:
Welsh Government

Prepared by:
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TECHNICAL NOTE ON SURVEY METHODOLOGY

Sampling and Fieldwork

The Omnibus sample is designed to be representative of the adult population resident in Wales aged 16 and over. Interviews were undertaken online using the Cint online panel exchange platform.

The Cint platform and its products comply with ESOMAR, MRS, ARF, MRIA, AMA, AMSRO and Insights Association standards. Cint also complies with ISO 20252. Multiple data quality checks are built into the Cint system including GEO IP check and CAPTCHA at registration, unique respondent identification and fraudulent behaviour checks. On top of this Beaufort builds in its own quality control questions and measures within the survey and excludes respondents who fail these checks.

The survey was subject to interlocking demographic quota controls of age within gender. A further separate quota control was set on social grade and questionnaires were completed by residents of every local authority in Wales.

Online surveys were configured for PC/tablet and smartphone completion and English and Welsh versions of each were offered to every respondent.

Fieldwork for the June 2024 survey took place between 3 and 23 June. A total of 1,000 interviews were completed and analysed.

Tabulations

Data has been weighted by age group, gender, Local Authority grouping and social grade to match 2021 Census figures and ensure it is fully representative of the adult population (16+) in Wales.

Tables are presented in the form of numbers and integer percentages with the un-weighted and weighted sample base shown at the top of each column. Where the base is anything other than the total sample this is indicated underneath the table heading and follows logically from the question sequence and routing.

Arithmetic rounding to whole numbers means that columns of percentages do not necessarily sum to exactly 100%. Where more than one answer can be given to a question the sum of percentages may exceed 100%. 0 denotes a weighted sample of less than 0.5 and 0% denotes a percentage of less than 0.5%. Where column bases are less than about 50, percentages need to be interpreted with care.

A standard analysis of questions asked is provided as an integral part of the service involving demographic information collected as a matter of course towards the end of the interview

GUIDE TO THE TABULATIONS

1. Tables are presented in question order with the question number analysed shown at the top of the table.
2. The sample bases are shown at the top of each column.
3. Where the base for a table is not the total sample it is described underneath the table heading.
4. Tables are in the form of integer column percentages and actual sample numbers.
5. Arithmetic rounding to whole numbers means that columns of percentage do not necessarily sum to exactly 100%.
6. Where more than one answer can be given to a question the sum of percentages may exceed 100%.
7. 0 denotes a weighted sample of less than 0.5 and 0% denotes a percentage of less than 0.5%.
8. Care should be taken in interpretation of data where the base sizes are particularly small. The following is a guide showing confidence intervals attached to various sample sizes (showing confidence intervals where the results would be at 50% and at 10 or 90%).

95% Confidence Intervals (excluding design factors) for different results with different sample sizes:

	Un-weighted Sample Size				
	1,000	500	300	200	100
50%	+/-3.1%	+/-4.4%	+/-5.7%	+/-6.9%	+/-9.8%
10 / 90%	+/-1.9 %	+/-2.6 %	+/-3.4%	+/-4.2%	+/-5.9%

For example, if 50% of a **sample of 1,000** answers “Yes” to a question, we can be 95% sure that between 46.9% and 53.1% of the population holds the same opinion (i.e. +/-3.1%). However, if 50% of a **sample of 100** answers “Yes” to a question, we can be 95% sure that between 40.2% and 59.8% of the population holds this opinion (i.e. +/-9.8%), etc.

9. A column breakdown has been used to analyse against all questions (see next page)

CLASSIFICATION 1:

Region (groups of unitary authorities, 5 cols):

North Wales : Wrexham, Flintshire, Denbighshire, Conwy, Anglesey, Gwynedd

Mid/West Wales : Powys, Ceredigion, Carmarthenshire, Pembrokeshire

West South Wales : Swansea, Neath & Port Talbot, Bridgend

Valleys : Rhondda Cynon Taf, Merthyr Tydfil, Caerphilly, Blaenau Gwent

Cardiff & S.E. Wales : Cardiff, Vale of Glamorgan, Torfaen, Monmouthshire, Newport

Gender (2 cols)

Social grade (based on occupation / work status of chief income earner) (4 cols)

Combined social class (2 cols)

CLASSIFICATION 2:

Age of respondent (6 cols)

Combined age group (3 cols)

Age within sex of respondent (4 cols)

Welsh speaker (3 cols)

CLASSIFICATION 3:

Egg purchasing (ever buy eggs/ ever buy free range eggs/ always buy free range eggs/ often or sometimes buy free range eggs)
(4 cols)

Poultry meat purchasing (ever buy poultry meat/ ever buy free range poultry meat/ always buy free range poultry meat/ often or sometimes buy free range poultry meat) (4 cols)

QUESTIONS ASKED

These appeared on the questionnaire as shown overleaf

B02410-3 June 2024 Wales Omnibus

WG Free Range Eggs and Poultry Meat Survey (Final 24.05.2024)

Q1. When there is an avian influenza (bird flu) pandemic, the government may require free range hens and other poultry such as turkeys to be moved inside barns to protect them against the disease. They have to be kept indoors while the pandemic lasts for welfare reasons, otherwise they might catch bird flu from wild birds outdoors. In this situation the birds are kept in humane conditions and are not caged like battery farmed chickens.

When this happens, it applies to all free-range hens and poultry across the country and the pandemics can last for several months.

Before today, did you know that this happened?

- Yes
- No

Q2. Do you support free range hens and other poultry being kept inside in these circumstances?

- Yes
- No
- Don't know

Q3. In these circumstances, eggs and poultry meat from these birds can still be sold as free range for a certain period of time, without any relabelling or repackaging. For eggs this is currently 16 weeks (after which they must be labelled as barn eggs) and for poultry this is 12 weeks.

Do you think this is acceptable?

- Yes - Ask Q4a
- No - Ask Q4b
- Don't know - Go to Q5

IF YES ASK

Q4a. Why do you think it's acceptable that this happens? *Write in*

IF NO ASK

Q4b. Why do you think it's unacceptable that this happens? *Write in*

Q5. Because bird flu pandemics are becoming more common and are lasting longer, in England and Scotland the Governments have decided to allow free range eggs and poultry to continue to be marketed as free range even if the birds are housed indoors for longer than the current periods of 16/12 weeks. This is already the situation in the European Union and Northern Ireland. So, there will be no requirement to relabel free range eggs and poultry meat in future when birds are housed indoors during bird flu pandemics, however long this lasts.

Would you support the same policy being introduced in Wales?

- Yes
- No
- Don't know

Q6a. If the law was changed in Wales to be the same as England and Scotland, so there is no requirement to relabel free range eggs and poultry meat when birds are housed indoors during bird flu pandemics, would this make any difference to your purchasing?

- Yes
- No
- Don't know

IF YES

Q6b. Which of these applies?

Order to be inverted between interviews

- I'd buy free range eggs/ meat more often
- I'd buy free range eggs/ meat less often

Q7. To what extent do you agree or disagree with the following statements?

	<i>Statements to be randomised</i>	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
	It's misleading to shoppers if products continue to be labelled as free range when birds are kept indoors during bird flu pandemics						
	Eggs and poultry meat from free range hens and other poultry should continue to be called free range, even if they've been kept indoors for an extended period to protect them from bird flu						

It isn't worth the cost and disruption to farmers/ businesses of changing the labelling of free range eggs and poultry meat when birds are kept indoors for a temporary period for their safety						
It's better for the policy in Wales to be consistent with the policy in other countries like England and Scotland						

Q8. What would be the best way of informing people of a change to products? *Select all that apply*

- a. Advertising (e.g. TV, radio, newspapers/magazines, posters, email, or online)
- b. Updated shelf labelling applied by the supermarket/ retailers instore
- c. New labels applied to product packaging itself
- d. Website or In-App notifications that appear when selecting the product to 'Add to Basket' when shopping online
- e. On a dedicated "what's new" webpage when shopping online where any changes to products can be highlighted
- f. Website or App banner notifications on the product page when shopping online
- g. Government update or communication (e.g. an information notice issued to every household advising of a product change)
- h. Other (please specify)
- i. Don't know

Lastly, a few questions about your purchasing habits.

Q9. How often do you personally buy:

- **Eggs**
- **Poultry meat (that is chicken, turkey, duck, goose, etc)**

	Eggs	Poultry meat
Every day		
Every week		
Every few weeks		
About once a month		
Every few months		
Less often		
Never		

IF EVER BUY EGGS/ POULTRY MEAT ASK

Q10a. When you are buying eggs, how frequently do you choose free-range eggs?

Q10b. When you are buying poultry meat, how frequently do you choose free-range poultry?

	Free range eggs	Free range poultry meat
Always/ whenever I can		
Often		
Sometimes		
Never		

IF EVER BUY FREE RANGE EGGS/ FREE RANGE POULTRY MEAT ASK

Q11a. Where do you usually buy your free-range eggs from? *Select one*

Q11b. Where do you usually buy your free-range poultry meat from? *Select one*

	Free range eggs	Free range poultry meat
Butcher		
Grocer		
Farm shop/ farmers' market		
Supermarket		
Local Market		
Local Convenience Store		
Online Retailers (e.g. Ocado, Abel & Cole)		
Other		

Analysis...: When there is an avian influenza (bird flu) pandemic, the government may require free range hens and other poultry such as turkeys to be moved inside barns to protect them against the disease. They have to be kept indoors while the pandemic lasts for welfare reasons, otherwise they might catch bird flu from wild birds outdoors. In this situation the birds are kept in humane conditions and are not caged like battery farmed chickens. When this happens, it applies to all free-range hens and poultry across the country and the pandemics can last for several months. QFR1 Before today, did you know that this happened?

Break.....: c1:c2:c3

Filter.....: All Respondents

Weight...: Rim Weight RW1

Cells.....: Counts, Break %, Respondents

	Total	Region					Gender		Social grade					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & South East Wales	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Base														
Unweighted	1000	200	165	160	180	293	366	628	268	341	142	249	609	391
Weighted	1000	222	168	168	173	267	480	514	208	286	209	297	494	506
Yes	558 56%	121 54%	106 63%	81 48%	104 60%	146 55%	251 52%	305 59%	134 65%	156 55%	111 53%	156 53%	291 59%	267 53%
No	442 44%	101 46%	61 37%	87 52%	69 40%	121 45%	228 48%	208 41%	74 35%	130 45%	98 47%	141 47%	203 41%	239 47%

Analysis...: When there is an avian influenza (bird flu) pandemic, the government may require free range hens and other poultry such as turkeys to be moved inside barns to protect them against the disease. They have to be kept indoors while the pandemic lasts for welfare reasons, otherwise they might catch bird flu from wild birds outdoors. In this situation the birds are kept in humane conditions and are not caged like battery farmed chickens. When this happens, it applies to all free-range hens and poultry across the country and the pandemics can last for several months. QFR1 Before today, did you know that this happened?

Break..... : c8:c9:c10:c5

Filter.....: All Respondents

Weight... : Rim Weight RW1

Cells.....: Counts, Break %, Respondents

	Total	Age 1						Age 2			Gender-Age				Welsh Speaker	
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Yes	No
Base																
Unweighted	1000	115	188	199	157	152	186	303	356	338	151	214	346	280	380	620
Weighted	1000	107	175	155	141	192	227	282	297	419	206	273	226	286	360	640
Yes	558 56%	45 42%	75 43%	84 54%	82 58%	116 60%	154 68%	120 42%	166 56%	270 64%	92 45%	158 58%	110 49%	194 68%	203 56%	355 55%
No	442 44%	62 58%	100 57%	71 46%	59 42%	76 40%	74 32%	162 58%	130 44%	149 36%	113 55%	115 42%	116 51%	93 32%	157 44%	285 45%

Analysis...: When there is an avian influenza (bird flu) pandemic, the government may require free range hens and other poultry such as turkeys to be moved inside barns to protect them against the disease. They have to be kept indoors while the pandemic lasts for welfare reasons, otherwise they might catch bird flu from wild birds outdoors. In this situation the birds are kept in humane conditions and are not caged like battery farmed chickens. When this happens, it applies to all free-range hens and poultry across the country and the pandemics can last for several months. QFR1 Before today, did you know that this happened?

Break..... : c40:c41

Filter..... : All Respondents

Weight... : Rim Weight RW1

Cells..... : Counts, Break %, Respondents

	Total	Egg purchasing				Poultry meat purchasing			
		Ever buy eggs	Ever buy free range eggs (total)	Always buy free-range eggs	Often / sometimes buy free-range eggs	Ever buy poultry meat	Ever buy free range poultry meat (total)	Always buy free-range poultry meat	Often / sometimes buy free-range poultry meat
Base									
Unweighted	971	953	910	548	362	936	858	290	568
Weighted	972	955	909	522	387	938	861	270	591
Yes	545 56%	533 56%	512 56%	337 65%	174 45%	518 55%	477 55%	182 67%	295 50%
No	427 44%	422 44%	397 44%	185 35%	213 55%	420 45%	384 45%	88 33%	296 50%

Analysis...: QFR2 Do you support free range hens and other poultry being kept inside in these circumstances?

Break.....: c1:c2:c3

Filter.....: All Respondents

Weight...: Rim Weight RW1

Cells.....: Counts, Break %, Respondents

	Total	Region					Gender		Social grade					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & South East Wales	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Base														
Unweighted	1000	200	165	160	180	293	366	628	268	341	142	249	609	391
Weighted	1000	222	168	168	173	267	480	514	208	286	209	297	494	506
Yes	754 75%	176 79%	127 76%	116 69%	134 78%	202 76%	358 75%	390 76%	166 80%	217 76%	156 75%	215 72%	383 78%	371 73%
No	109 11%	22 10%	18 10%	25 15%	20 11%	25 9%	64 13%	45 9%	24 12%	22 8%	27 13%	36 12%	46 9%	63 12%
Don't know	137 14%	25 11%	23 14%	28 17%	19 11%	40 15%	58 12%	79 15%	17 8%	47 16%	26 12%	46 16%	64 13%	72 14%

Analysis..: QFR2 Do you support free range hens and other poultry being kept inside in these circumstances?

Break..... : c8:c9:c10:c5

Filter.....: All Respondents

Weight... : Rim Weight RW1

Cells.....: Counts, Break %, Respondents

	Total	Age 1						Age 2			Gender-Age				Welsh Speaker	
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Yes	No
Base																
Unweighted	1000	115	188	199	157	152	186	303	356	338	151	214	346	280	380	620
Weighted	1000	107	175	155	141	192	227	282	297	419	206	273	226	286	360	640
Yes	754 75%	60 56%	120 69%	115 74%	108 77%	161 84%	188 83%	180 64%	223 75%	350 83%	133 65%	224 82%	156 69%	234 82%	267 74%	488 76%
No	109 11%	24 23%	28 16%	23 15%	18 13%	6 3%	9 4%	52 19%	40 14%	16 4%	46 22%	18 7%	29 13%	15 5%	47 13%	62 10%
Don't know	137 14%	23 21%	27 15%	18 12%	15 11%	24 13%	30 13%	49 17%	33 11%	54 13%	26 13%	32 12%	41 18%	37 13%	47 13%	90 14%

Analysis...: QFR2 Do you support free range hens and other poultry being kept inside in these circumstances?

Break.....: c40:c41

Filter.....: All Respondents

Weight...: Rim Weight RW1

Cells.....: Counts, Break %, Respondents

	Total	Egg purchasing				Poultry meat purchasing			
		Ever buy eggs	Ever buy free range eggs (total)	Always buy free-range eggs	Often / sometimes buy free-range eggs	Ever buy poultry meat	Ever buy free range poultry meat (total)	Always buy free-range poultry meat	Often / sometimes buy free-range poultry meat
Base									
Unweighted	971	953	910	548	362	936	858	290	568
Weighted	972	955	909	522	387	938	861	270	591
Yes	744 77%	733 77%	702 77%	428 82%	274 71%	721 77%	669 78%	223 82%	446 76%
No	106 11%	102 11%	98 11%	35 7%	64 16%	103 11%	95 11%	20 7%	75 13%
Don't know	123 13%	120 13%	109 12%	59 11%	49 13%	115 12%	97 11%	28 10%	70 12%

Analysis...: QFR3 In these circumstances, eggs and poultry meat from these birds can still be sold as free range for a certain period of time, without any relabelling or repackaging. For eggs this is currently 16 weeks (after which they must be labelled as barn eggs) and for poultry this is 12 weeks. Do you think this is acceptable?

Break..... : c1:c2:c3

Filter.....: All Respondents

Weight... : Rim Weight RW1

Cells.....: Counts, Break %, Respondents

	Total	Region					Gender		Social grade					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & South East Wales	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Base														
Unweighted	1000	200	165	160	180	293	366	628	268	341	142	249	609	391
Weighted	1000	222	168	168	173	267	480	514	208	286	209	297	494	506
Yes	595 60%	131 59%	102 61%	94 56%	103 60%	165 62%	302 63%	291 57%	138 66%	172 60%	132 63%	153 52%	310 63%	285 56%
No	239 24%	49 22%	38 22%	48 28%	38 22%	66 25%	105 22%	131 25%	53 25%	54 19%	45 21%	87 29%	107 22%	132 26%
Don't know	166 17%	42 19%	28 17%	27 16%	31 18%	36 14%	73 15%	92 18%	18 8%	59 21%	32 16%	57 19%	77 16%	89 18%

Analysis...: QFR3 In these circumstances, eggs and poultry meat from these birds can still be sold as free range for a certain period of time, without any relabelling or repackaging. For eggs this is currently 16 weeks (after which they must be labelled as barn eggs) and for poultry this is 12 weeks. Do you think this is acceptable?

Break..... : c8:c9:c10:c5

Filter.....: All Respondents

Weight... : Rim Weight RW1

Cells.....: Counts, Break %, Respondents

	Total	Age 1						Age 2			Gender-Age				Welsh Speaker	
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Yes	No
Base																
Unweighted	1000	115	188	199	157	152	186	303	356	338	151	214	346	280	380	620
Weighted	1000	107	175	155	141	192	227	282	297	419	206	273	226	286	360	640
Yes	595 60%	39 36%	94 54%	93 60%	87 62%	134 70%	147 65%	133 47%	181 61%	281 67%	107 52%	194 71%	118 52%	174 61%	211 59%	384 60%
No	239 24%	43 40%	47 27%	44 28%	34 24%	30 16%	40 18%	90 32%	78 26%	70 17%	62 30%	43 16%	69 30%	60 21%	89 25%	151 24%
Don't know	166 17%	25 23%	34 19%	19 12%	20 14%	28 15%	40 18%	59 21%	38 13%	69 16%	36 18%	36 13%	40 18%	52 18%	61 17%	105 16%

Analysis...: QFR3 In these circumstances, eggs and poultry meat from these birds can still be sold as free range for a certain period of time, without any relabelling or repackaging. For eggs this is currently 16 weeks (after which they must be labelled as barn eggs) and for poultry this is 12 weeks. Do you think this is acceptable?

Break..... : c40:c41

Filter.....: All Respondents

Weight... : Rim Weight RW1

Cells.....: Counts, Break %, Respondents

	Total	Egg purchasing				Poultry meat purchasing			
		Ever buy eggs	Ever buy free range eggs (total)	Always buy free-range eggs	Often / sometimes buy free-range eggs	Ever buy poultry meat	Ever buy free range poultry meat (total)	Always buy free-range poultry meat	Often / sometimes buy free-range poultry meat
Base									
Unweighted	971	953	910	548	362	936	858	290	568
Weighted	972	955	909	522	387	938	861	270	591
Yes	590 61%	582 61%	558 61%	337 65%	221 57%	576 61%	535 62%	171 63%	364 62%
No	226 23%	221 23%	210 23%	119 23%	91 24%	215 23%	200 23%	71 26%	128 22%
Don't know	156 16%	152 16%	141 16%	66 13%	75 19%	148 16%	127 15%	28 10%	99 17%

Analysis..: QFR4a Why do you think it's acceptable that this happens? [Unprompted]

Break..... : c1:c2:c3

Filter.....: All Respondents

Weight... : Rim Weight RW1

Options.. : Analysis Ordered

Cells.....: Counts, Break %, Respondents

Text.....: This table only includes those who think it's acceptable for eggs and poultry meat from birds can still be sold as free range for a certain period of time, without any relabelling or repackaging in the circumstances described in QFR1

	Total	Region					Gender		Social grade					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & South East Wales	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Base														
Unweighted	588	117	97	90	104	180	235	351	172	209	85	122	381	207
Weighted	595	131	102	94	103	165	302	291	138	172	132	153	310	285
It makes sense\ sensible \ fair\ reasonable\ good idea	76 13%	20 16%	8 8%	14 15%	10 10%	23 14%	47 16%	28 9%	25 18%	27 15%	10 8%	15 10%	51 17%	25 9%
It's for the birds' welfare\ safety\ protection	75 13%	12 9%	15 15%	11 11%	13 13%	24 15%	28 9%	47 16%	16 11%	25 15%	21 16%	13 9%	41 13%	34 12%
Needs must\ it's necessary\ responding to an emergency\ exceptional circumstances	67 11%	17 13%	6 6%	19 20%	9 9%	16 10%	45 15%	22 7%	14 10%	22 13%	12 9%	19 12%	36 12%	31 11%
Because it's preventing disease\ stops bird flu spreading \ birds being culled	55 9%	7 5%	10 10%	7 7%	10 10%	21 13%	24 8%	31 11%	14 10%	17 10%	9 6%	16 10%	30 10%	25 9%
It's only a temporary measure\ short-term\ won't be indoors for long	54 9%	15 11%	8 8%	7 7%	13 12%	12 7%	25 8%	30 10%	11 8%	15 9%	16 12%	12 8%	26 8%	28 10%
Because they've been free range for most of their lives\ will be free range after the pandemic	54 9%	24 18%	5 5%	7 7%	9 8%	10 6%	27 9%	27 9%	6 5%	18 10%	18 13%	12 8%	24 8%	29 10%
Because birds are kept indoors in humane conditions\ not caged\ not like battery hens	44 7%	13 10%	11 10%	4 4%	8 7%	9 5%	19 6%	25 9%	10 7%	12 7%	12 9%	10 6%	22 7%	22 8%
It's for consumers' safety\protection	39 7%	4 3%	6 6%	6 6%	5 5%	17 11%	12 4%	27 9%	10 7%	9 5%	13 10%	7 5%	19 6%	20 7%
Eggs can still be used\ doesn't disrupt the food chain\ increase prices	36 6%	9 7%	5 5%	7 7%	9 9%	6 4%	15 5%	21 7%	10 8%	5 3%	6 4%	16 10%	15 5%	21 7%
Protects\ helps farmers\ businesses\ food industry	35 6%	7 5%	8 8%	5 5%	6 6%	10 6%	25 8%	10 3%	13 10%	10 6%	6 5%	6 4%	23 7%	12 4%

Analysis..: QFR4a Why do you think it's acceptable that this happens? [Unprompted]

Break..... : c1:c2:c3

Filter.....: All Respondents

Weight... : Rim Weight RW1

Options.. : Analysis Ordered

Cells.....: Counts, Break %, Respondents

Text.....: This table only includes those who think it's acceptable for eggs and poultry meat from birds can still be sold as free range for a certain period of time, without any relabelling or repackaging in the circumstances described in QFR1

	Total	Region					Gender		Social grade					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & South East Wales	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Base														
Unweighted	588	117	97	90	104	180	235	351	172	209	85	122	381	207
Weighted	595	131	102	94	103	165	302	291	138	172	132	153	310	285
Costly\ pointless\ a waste to relabel in short-term	31 5%	12 9%	1 1%	6 6%	4 4%	8 5%	18 6%	13 5%	7 5%	12 7%	3 3%	9 6%	18 6%	12 4%
For safety\ it's safer (general)	29 5%	5 4%	10 10%	- -	6 6%	8 5%	15 5%	14 5%	10 7%	7 4%	9 7%	4 2%	17 5%	12 4%
As long as it's clear to consumers\ consumers are told the reasons \know what they're buying	23 4%	8 6%	5 4%	3 3%	2 2%	6 4%	7 2%	16 5%	5 4%	5 3%	7 5%	6 4%	10 3%	13 5%
It's not the farmers' fault\ not fair they lose out financially	20 3%	3 2%	5 4%	3 4%	1 1%	8 5%	7 2%	14 5%	1 1%	11 7%	2 2%	6 4%	12 4%	8 3%
Just do\ my opinion (general)	16 3%	4 3%	5 5%	- -	2 2%	5 3%	11 4%	5 2%	3 2%	2 1%	7 5%	3 2%	5 2%	11 4%
Negative comments e.g. should be relabelled, no longer free range	15 3%	2 2%	2 2%	3 4%	3 3%	4 3%	6 2%	9 3%	4 3%	7 4%	- -	4 3%	11 3%	4 2%
Makes no difference to me\ doesn't affect me	8 1%	2 1%	- -	- -	2 2%	5 3%	3 1%	5 2%	4 3%	- -	3 2%	2 1%	4 1%	5 2%
Expert opinion\ trust experts	3 0%	1 0%	- -	- -	- -	2 1%	1 0%	1 1%	1 1%	- -	1 1%	1 0%	1 0%	2 1%
Other	14 2%	- -	3 3%	2 3%	6 6%	2 2%	6 2%	8 3%	2 2%	2 1%	1 1%	8 5%	4 1%	9 3%
Don't know \ not sure	27 4%	6 4%	4 4%	8 8%	4 4%	5 3%	15 5%	11 4%	4 3%	9 5%	5 4%	9 6%	12 4%	15 5%
Not answered	3 1%	- -	2 1%	- -	2 2%	- -	- -	3 1%	- -	- -	3 2%	1 0%	- -	3 1%

Analysis..: QFR4a Why do you think it's acceptable that this happens? [Unprompted]

Break..... : c8:c9:c10:c5

Filter.....: All Respondents

Weight... : Rim Weight RW1

Options.. : Analysis Ordered

Cells.....: Counts, Break %, Respondents

Text.....: This table only includes those who think it's acceptable for eggs and poultry meat from birds can still be sold as free range for a certain period of time, without any relabelling or repackaging in the circumstances described in QFR1

	Total	Age 1						Age 2			Gender-Age				Welsh Speaker	
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Yes	No
Base																
Unweighted	588	44	101	121	98	103	120	145	219	223	84	150	180	171	221	367
Weighted	595	39	94	93	87	134	147	133	181	281	107	194	118	174	211	384
It makes sense\ sensible \ fair\ reasonable\ good idea	76 13%	5 13%	10 11%	6 6%	9 11%	17 12%	28 19%	15 11%	15 8%	45 16%	12 11%	35 18%	8 7%	20 11%	27 13%	49 13%
It's for the birds' welfare\ safety\ protection	75 13%	4 11%	11 11%	13 13%	9 11%	19 14%	20 13%	15 11%	22 12%	38 14%	8 7%	20 10%	19 17%	27 16%	26 12%	49 13%
Needs must\ it's necessary\ responding to an emergency\ exceptional circumstances	67 11%	4 11%	6 6%	17 18%	13 15%	15 11%	12 8%	10 8%	30 16%	27 9%	16 15%	28 15%	11 9%	11 6%	18 8%	49 13%
Because it's preventing disease\ stops bird flu spreading \ birds being culled	55 9%	3 8%	7 7%	7 7%	5 6%	15 12%	18 12%	10 7%	12 7%	33 12%	4 4%	20 10%	13 11%	18 10%	22 10%	33 9%
It's only a temporary measure\ short-term\ won't be indoors for long	54 9%	1 2%	11 11%	3 3%	9 11%	20 15%	11 8%	12 9%	12 7%	31 11%	5 5%	19 10%	9 7%	21 12%	16 8%	38 10%
Because they've been free range for most of their lives\ will be free range after the pandemic	54 9%	10 25%	9 9%	7 8%	6 7%	13 10%	9 6%	19 14%	13 7%	22 8%	15 14%	12 6%	11 9%	16 9%	23 11%	31 8%
Because birds are kept indoors in humane conditions\ not caged\ not like battery hens	44 7%	2 6%	7 7%	9 9%	13 15%	5 4%	8 5%	9 7%	22 12%	13 5%	10 9%	9 5%	7 6%	17 10%	18 9%	25 7%
It's for consumers' safety\protection	39 7%	3 7%	4 4%	11 12%	2 3%	11 8%	8 5%	7 5%	14 8%	18 7%	7 6%	5 3%	11 9%	16 9%	16 8%	23 6%
Eggs can still be used\ doesn't disrupt the food chain\ increase prices	36 6%	1 3%	7 7%	4 4%	3 4%	11 8%	10 7%	8 6%	7 4%	22 8%	5 4%	10 5%	7 6%	14 8%	16 7%	21 5%
Protects\ helps farmers\ businesses\ food industry	35 6%	- -	4 4%	4 4%	9 10%	10 7%	9 6%	4 3%	13 7%	18 7%	4 4%	21 11%	3 3%	7 4%	9 4%	26 7%
Costly\ pointless\ a waste to relabel in short-term	31 5%	2 5%	7 7%	1 1%	11 12%	5 4%	5 3%	9 7%	12 7%	10 3%	5 5%	12 6%	5 4%	8 5%	7 3%	24 6%

Analysis..: QFR4a Why do you think it's acceptable that this happens? [Unprompted]

Break..... : c8:c9:c10:c5

Filter.....: All Respondents

Weight... : Rim Weight RW1

Options.. : Analysis Ordered

Cells.....: Counts, Break %, Respondents

Text.....: This table only includes those who think it's acceptable for eggs and poultry meat from birds can still be sold as free range for a certain period of time, without any relabelling or repackaging in the circumstances described in QFR1

	Total	Age 1						Age 2			Gender-Age				Welsh Speaker	
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Yes	No
Base																
Unweighted	588	44	101	121	98	103	120	145	219	223	84	150	180	171	221	367
Weighted	595	39	94	93	87	134	147	133	181	281	107	194	118	174	211	384
For safety\ it's safer (general)	29 5%	1 2%	8 9%	2 2%	6 7%	7 5%	5 3%	9 7%	8 5%	12 4%	7 7%	8 4%	4 3%	10 6%	15 7%	14 4%
As long as it's clear to consumers\ consumers are told the reasons \know what they're buying	23 4%	1 3%	3 3%	2 3%	6 7%	2 1%	9 6%	4 3%	8 5%	11 4%	1 1%	7 4%	6 5%	10 6%	5 2%	18 5%
It's not the farmers' fault\ not fair they lose out financially	20 3%	2 4%	4 4%	3 3%	4 5%	1 1%	7 5%	5 4%	7 4%	8 3%	3 2%	4 2%	6 5%	8 5%	7 3%	14 4%
Just do\ my opinion (general)	16 3%	1 2%	5 5%	3 3%	3 4%	- -	3 2%	6 4%	7 4%	3 1%	7 6%	4 2%	2 2%	3 2%	6 3%	9 2%
Negative comments e.g. should be relabelled, no longer free range	15 3%	- -	1 2%	3 3%	2 2%	3 2%	6 4%	1 1%	5 3%	9 3%	1 1%	4 2%	3 3%	6 3%	4 2%	11 3%
Makes no difference to me\ doesn't affect me	8 1%	- -	0 0%	1 1%	2 2%	6 4%	- -	0 0%	2 1%	6 2%	1 1%	2 1%	0 0%	5 3%	2 1%	6 2%
Expert opinion\ trust experts	3 0%	1 2%	- -	- -	1 1%	- -	1 1%	1 0%	1 1%	1 0%	- -	1 1%	1 1%	1 0%	2 1%	1 0%
Other	14 2%	3 7%	3 3%	4 4%	1 1%	- -	4 3%	6 4%	4 2%	4 1%	4 3%	2 1%	6 5%	2 1%	6 3%	8 2%
Don't know \ not sure	27 4%	4 10%	4 4%	7 7%	3 4%	4 3%	5 3%	8 6%	10 6%	9 3%	9 8%	6 3%	6 5%	6 3%	8 4%	19 5%
Not answered	3 1%	1 2%	- -	- -	1 1%	2 1%	- -	1 0%	1 1%	2 1%	- -	- -	1 0%	3 2%	1 0%	3 1%

Analysis.: QFR4a Why do you think it's acceptable that this happens? [Unprompted]

Break..... : c40:c41

Filter..... : All Respondents

Weight... : Rim Weight RW1

Options.. : Analysis Ordered

Cells..... : Counts, Break %, Respondents

Text..... : This table only includes those who think it's acceptable for eggs and poultry meat from birds can still be sold as free range for a certain period of time, without any relabelling or repackaging in the circumstances described in QFR1

	Total	Egg purchasing				Poultry meat purchasing			
		Ever buy eggs	Ever buy free range eggs (total)	Always buy free-range eggs	Often / sometimes buy free-range eggs	Ever buy poultry meat	Ever buy free range poultry meat (total)	Always buy free-range poultry meat	Often / sometimes buy free-range poultry meat
Base									
Unweighted	583	574	554	346	208	570	531	180	351
Weighted	590	582	558	337	221	576	535	171	364
It makes sense\ sensible \ fair\ reasonable\ good idea	76 13%	74 13%	70 12%	46 14%	23 10%	73 13%	69 13%	24 14%	45 12%
It's for the birds' welfare\ safety\ protection	75 13%	75 13%	75 13%	51 15%	24 11%	73 13%	68 13%	30 17%	38 11%
Needs must\ it's necessary\ responding to an emergency\ exceptional circumstances	65 11%	65 11%	64 12%	42 12%	23 10%	64 11%	62 12%	21 12%	41 11%
Because it's preventing disease\ stops bird flu spreading \ birds being culled	54 9%	53 9%	50 9%	32 9%	18 8%	53 9%	50 9%	16 9%	35 10%
It's only a temporary measure\ short-term\ won't be indoors for long	54 9%	52 9%	52 9%	25 8%	27 12%	54 9%	52 10%	14 8%	38 10%
Because they've been free range for most of their lives\ will be free range after the pandemic	54 9%	54 9%	46 8%	28 8%	18 8%	53 9%	44 8%	12 7%	32 9%
Because birds are kept indoors in humane conditions\ not caged\ not like battery hens	44 7%	44 8%	41 7%	31 9%	11 5%	44 8%	41 8%	19 11%	22 6%
It's for consumers' safety\protection	39 7%	38 7%	38 7%	27 8%	11 5%	37 6%	37 7%	18 10%	19 5%
Eggs can still be used\ doesn't disrupt the food chain\ increase prices	36 6%	36 6%	34 6%	22 6%	12 5%	36 6%	29 5%	10 6%	19 5%
Protects\ helps farmers\ businesses\ food industry	35 6%	33 6%	31 6%	17 5%	15 7%	35 6%	34 6%	10 6%	24 6%

Analysis..: QFR4a Why do you think it's acceptable that this happens? [Unprompted]

Break..... : c40:c41

Filter.....: All Respondents

Weight... : Rim Weight RW1

Options.. : Analysis Ordered

Cells.....: Counts, Break %, Respondents

Text.....: This table only includes those who think it's acceptable for eggs and poultry meat from birds can still be sold as free range for a certain period of time, without any relabelling or repackaging in the circumstances described in QFR1

	Total	Egg purchasing				Poultry meat purchasing			
		Ever buy eggs	Ever buy free range eggs (total)	Always buy free-range eggs	Often / sometimes buy free-range eggs	Ever buy poultry meat	Ever buy free range poultry meat (total)	Always buy free-range poultry meat	Often / sometimes buy free-range poultry meat
Base									
Unweighted	583	574	554	346	208	570	531	180	351
Weighted	590	582	558	337	221	576	535	171	364
Costly\ pointless\ a waste to relabel in short-term	31 5%	31 5%	31 6%	15 5%	15 7%	31 5%	29 5%	11 6%	19 5%
For safety\ it's safer (general)	28 5%	27 5%	26 5%	16 5%	10 5%	24 4%	21 4%	6 3%	15 4%
As long as it's clear to consumers\ consumers are told the reasons \know what they're buying	22 4%	22 4%	21 4%	16 5%	5 2%	22 4%	21 4%	10 6%	11 3%
It's not the farmers' fault\ not fair they lose out financially	20 3%	20 3%	20 4%	14 4%	5 2%	17 3%	17 3%	2 1%	15 4%
Just do\ my opinion (general)	16 3%	15 3%	15 3%	7 2%	8 4%	16 3%	15 3%	5 3%	11 3%
Negative comments e.g. should be relabelled, no longer free range	15 3%	15 3%	14 3%	9 3%	5 2%	15 3%	14 3%	4 2%	10 3%
Makes no difference to me\ doesn't affect me	8 1%	8 1%	7 1%	3 1%	3 2%	7 1%	5 1%	1 0%	5 1%
Expert opinion\ trust experts	3 0%	3 0%	3 0%	1 0%	1 1%	3 0%	3 0%	1 0%	2 1%
Other	14 2%	13 2%	12 2%	6 2%	6 3%	14 2%	13 2%	4 2%	9 3%
Don't know \ not sure	27 5%	26 4%	25 4%	12 4%	12 6%	27 5%	22 4%	6 4%	16 4%
Not answered	3 1%	3 1%	3 1%	1 0%	2 1%	3 1%	3 1%	- -	3 1%

Analysis.: QFR4b Why do you think it's unacceptable that this happens? [Unprompted]

Break..... : c1:c2:c3

Filter..... : All Respondents

Weight... : Rim Weight RW1

Options.. : Analysis Ordered

Cells..... : Counts, Break %, Respondents

Text..... : This table only includes those who think it's acceptable for eggs and poultry meat from birds can still be sold as free range for a certain period of time, without any relabelling or repackaging in the circumstances described in QFR1

	Total	Region					Gender		Social grade					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & South East Wales	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Base														
Unweighted	249	47	39	43	43	76	78	168	71	72	33	73	143	106
Weighted	239	49	38	48	38	66	105	131	53	54	45	87	107	132
Because the eggs are not free range\ the hens are kept indoors	56 23%	14 28%	10 27%	7 15%	8 22%	17 25%	19 18%	37 28%	14 26%	15 28%	6 13%	21 25%	29 27%	27 21%
Because it's a lie\ deceptive\ dishonest\ false advertising	53 22%	10 20%	10 27%	8 18%	4 9%	20 31%	20 19%	31 24%	15 29%	18 33%	4 10%	16 18%	33 31%	20 15%
Should be relabelled\ consumers need to know what they are buying\ consumers should be kept informed	31 13%	7 14%	2 7%	2 5%	9 25%	10 15%	9 9%	21 16%	7 13%	9 16%	9 20%	7 7%	16 14%	15 12%
It's cruel\unfair\ harmful to the birds\ animal abuse	28 12%	4 7%	2 6%	6 12%	11 29%	5 8%	11 11%	17 13%	8 15%	4 8%	11 24%	5 6%	12 11%	16 12%
Health risk \ not safe	14 6%	2 5%	3 9%	3 6%	2 7%	3 5%	4 4%	10 8%	2 4%	2 3%	3 6%	8 9%	4 4%	10 8%
Should stop being labelled free range immediately they're moved indoors\ 16 weeks\ 18 weeks is too long	11 5%	1 3%	1 2%	3 7%	2 4%	4 6%	6 6%	5 3%	3 5%	2 4%	- -	6 7%	5 4%	6 5%
Just do\ my opinion (general)	9 4%	3 5%	1 3%	4 8%	1 2%	1 1%	7 7%	2 2%	2 3%	2 4%	4 9%	1 1%	4 4%	5 4%
Birds could be infected\ contaminated already	8 3%	1 3%	2 5%	1 3%	2 5%	1 2%	2 2%	5 4%	4 7%	0 1%	- -	4 4%	4 4%	4 3%
If not free range shouldn't be charging free range prices for the eggs	7 3%	5 9%	- -	- -	2 4%	1 2%	4 4%	2 2%	1 1%	1 1%	5 10%	2 2%	1 1%	6 5%
I'm vegan\ vegetarian	2 1%	- -	- -	- -	1 2%	1 1%	1 1%	1 1%	- -	- -	- -	2 2%	- -	2 1%
Other	19 8%	5 10%	6 17%	3 6%	2 5%	3 4%	10 10%	9 7%	3 5%	6 11%	2 5%	8 9%	8 8%	10 8%

Analysis...: QFR4b Why do you think it's unacceptable that this happens? [Unprompted]

Break..... : c1:c2:c3

Filter.....: All Respondents

Weight... : Rim Weight RW1

Options.. : Analysis Ordered

Cells.....: Counts, Break %, Respondents

Text.....: This table only includes those who think it's acceptable for eggs and poultry meat from birds can still be sold as free range for a certain period of time, without any relabelling or repackaging in the circumstances described in QFR1

	Total	Region					Gender		Social grade					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & South East Wales	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Base														
Unweighted	249	47	39	43	43	76	78	168	71	72	33	73	143	106
Weighted	239	49	38	48	38	66	105	131	53	54	45	87	107	132
Don't know \ not sure	22 9%	2 4%	2 5%	11 24%	1 3%	5 8%	15 14%	7 5%	2 4%	3 5%	6 14%	10 12%	5 5%	17 13%
Not answered	2 1%	- -	2 5%	- -	- -	- -	2 2%	- -	2 3%	- -	- -	- -	2 2%	- -

Analysis..: QFR4b Why do you think it's unacceptable that this happens? [Unprompted]

Break..... : c8:c9:c10:c5

Filter.....: All Respondents

Weight... : Rim Weight RW1

Options.. : Analysis Ordered

Cells.....: Counts, Break %, Respondents

Text.....: This table only includes those who think it's acceptable for eggs and poultry meat from birds can still be sold as free range for a certain period of time, without any relabelling or repackaging in the circumstances described in QFR1

	Total	Age 1						Age 2			Gender-Age				Welsh Speaker	
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Yes	No
Base																
Unweighted	249	48	48	56	37	25	33	96	93	58	44	34	106	60	99	150
Weighted	239	43	47	44	34	30	40	90	78	70	62	43	69	60	89	151
Because the eggs are not free range\ the hens are kept indoors	56 23%	6 13%	10 21%	9 21%	8 22%	13 42%	10 26%	15 17%	17 22%	23 33%	8 13%	11 26%	17 24%	19 32%	13 15%	43 28%
Because it's a lie\ deceptive\ dishonest\ false advertising	53 22%	13 30%	7 15%	10 23%	9 27%	4 12%	8 21%	20 23%	19 25%	12 17%	11 18%	9 20%	17 24%	13 21%	25 28%	28 19%
Should be relabelled\ consumers need to know what they are buying\ consumers should be kept informed	31 13%	6 15%	6 13%	7 16%	5 15%	6 19%	1 2%	13 14%	12 16%	6 9%	7 11%	2 5%	13 18%	8 14%	12 13%	19 13%
It's cruel\unfair\ harmful to the birds\ animal abuse	28 12%	10 24%	7 15%	5 11%	2 5%	3 9%	2 4%	18 19%	6 8%	4 6%	11 17%	1 1%	12 17%	5 9%	17 19%	11 7%
Health risk \ not safe	14 6%	2 4%	2 4%	4 10%	1 4%	1 3%	4 9%	4 4%	6 8%	5 6%	1 2%	3 6%	7 10%	3 6%	6 6%	9 6%
Should stop being labelled free range immediately they're moved indoors\ 16 weeks\ 18 weeks is too long	11 5%	- -	- -	2 5%	2 6%	3 11%	3 8%	- -	4 6%	7 9%	1 2%	5 11%	1 1%	4 6%	2 2%	9 6%
Just do\ my opinion (general)	9 4%	3 6%	0 1%	1 1%	- -	- -	6 14%	3 3%	1 1%	6 8%	3 4%	5 11%	1 1%	1 2%	5 5%	5 3%
Birds could be infected\ contaminated already	8 3%	1 3%	- -	0 1%	- -	2 7%	4 10%	1 2%	0 1%	6 9%	1 1%	1 3%	1 1%	5 7%	2 2%	6 4%
If not free range shouldn't be charging free range prices for the eggs	7 3%	- -	5 10%	- -	1 2%	2 7%	- -	5 5%	1 1%	2 3%	3 5%	1 1%	- -	2 3%	- -	7 5%
I'm vegan\ vegetarian	2 1%	- -	- -	1 2%	1 2%	- -	- -	- -	2 2%	- -	1 1%	- -	- -	1 1%	1 1%	1 1%
Other	19 8%	2 4%	4 9%	3 7%	3 8%	- -	7 17%	6 7%	6 7%	7 10%	4 7%	6 13%	5 7%	4 6%	6 6%	13 9%

Analysis..: QFR4b Why do you think it's unacceptable that this happens? [Unprompted]

Break..... : c8:c9:c10:c5

Filter.....: All Respondents

Weight... : Rim Weight RW1

Options.. : Analysis Ordered

Cells.....: Counts, Break %, Respondents

Text.....: This table only includes those who think it's acceptable for eggs and poultry meat from birds can still be sold as free range for a certain period of time, without any relabelling or repackaging in the circumstances described in QFR1

	Total	Age 1						Age 2			Gender-Age				Welsh Speaker	
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Yes	No
Base																
Unweighted	249	48	48	56	37	25	33	96	93	58	44	34	106	60	99	150
Weighted	239	43	47	44	34	30	40	90	78	70	62	43	69	60	89	151
Don't know \ not sure	22 9%	3 8%	8 16%	6 13%	4 11%	2 5%	- -	11 12%	9 12%	2 2%	12 19%	3 8%	5 7%	2 3%	11 12%	11 7%
Not answered	2 1%	- -	2 4%	- -	- -	- -	- -	2 2%	- -	- -	2 3%	- -	- -	- -	2 2%	- -

Analysis.: QFR4b Why do you think it's unacceptable that this happens? [Unprompted]

Break..... : c40:c41

Filter..... : All Respondents

Weight... : Rim Weight RW1

Options.. : Analysis Ordered

Cells..... : Counts, Break %, Respondents

Text..... : This table only includes those who think it's acceptable for eggs and poultry meat from birds can still be sold as free range for a certain period of time, without any relabelling or repackaging in the circumstances described in QFR1

	Total	Egg purchasing				Poultry meat purchasing			
		Ever buy eggs	Ever buy free range eggs (total)	Always buy free-range eggs	Often / sometimes buy free-range eggs	Ever buy poultry meat	Ever buy free range poultry meat (total)	Always buy free-range poultry meat	Often / sometimes buy free-range poultry meat
Base									
Unweighted	235	230	220	138	82	220	204	81	123
Weighted	226	221	210	119	91	215	200	71	128
Because the eggs are not free range\ the hens are kept indoors	54 24%	52 23%	49 23%	30 25%	19 21%	50 23%	48 24%	21 30%	26 21%
Because it's a lie\ deceptive\ dishonest\ false advertising	50 22%	49 22%	49 23%	35 29%	14 15%	47 22%	46 23%	18 25%	27 21%
Should be relabelled\ consumers need to know what they are buying\ consumers should be kept informed	28 13%	28 13%	26 12%	22 18%	4 4%	26 12%	23 12%	8 11%	15 12%
It's cruel\unfair\ harmful to the birds\ animal abuse	24 11%	24 11%	24 12%	12 10%	13 14%	23 11%	23 12%	5 7%	18 14%
Health risk \ not safe	14 6%	14 6%	13 6%	3 3%	10 11%	14 7%	12 6%	2 3%	10 8%
Should stop being labelled free range immediately they're moved indoors\ 16 weeks\ 18 weeks is too long	11 5%	11 5%	11 5%	7 6%	4 4%	9 4%	7 4%	3 4%	4 3%
Just do\ my opinion (general)	9 4%	9 4%	8 4%	4 4%	4 4%	9 4%	9 5%	2 3%	7 6%
Birds could be infected\ contaminated already	8 3%	6 3%	6 3%	5 4%	1 1%	7 3%	6 3%	2 2%	4 3%
If not free range shouldn't be charging free range prices for the eggs	7 3%	7 3%	7 3%	1 0%	6 7%	7 3%	6 3%	- -	6 5%
I'm vegan\ vegetarian	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	18 8%	17 8%	17 8%	9 7%	8 9%	17 8%	17 8%	8 11%	9 7%

Analysis...: QFR4b Why do you think it's unacceptable that this happens? [Unprompted]

Break..... : c40:c41

Filter.....: All Respondents

Weight... : Rim Weight RW1

Options.. : Analysis Ordered

Cells.....: Counts, Break %, Respondents

Text.....: This table only includes those who think it's acceptable for eggs and poultry meat from birds can still be sold as free range for a certain period of time, without any relabelling or repackaging in the circumstances described in QFR1

	Total	Egg purchasing				Poultry meat purchasing			
		Ever buy eggs	Ever buy free range eggs (total)	Always buy free-range eggs	Often / sometimes buy free-range eggs	Ever buy poultry meat	Ever buy free range poultry meat (total)	Always buy free-range poultry meat	Often / sometimes buy free-range poultry meat
Base									
Unweighted	235	230	220	138	82	220	204	81	123
Weighted	226	221	210	119	91	215	200	71	128
Don't know \ not sure	19 9%	19 9%	17 8%	5 4%	12 13%	19 9%	17 8%	5 7%	12 9%
Not answered	2 1%	2 1%	2 1%	2 1%	- -	2 1%	2 1%	2 2%	- -

Analysis...: Because bird flu pandemics are becoming more common and are lasting longer, in England and Scotland the Governments have decided to allow free range eggs and poultry to continue to be marketed as free range even if the birds are housed indoors for longer than the current periods of 16/12 weeks. This is already the situation in the European Union and Northern Ireland. So, there will be no requirement to relabel free range eggs and poultry meat in future when birds are housed indoors during bird flu pandemics, however long this lasts. QFR5 Would you support the same policy being introduced in Wales?

Break.....: c1:c2:c3

Filter.....: All Respondents

Weight...: Rim Weight RW1

Cells.....: Counts, Break %, Respondents

	Total	Region					Gender		Social grade					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & South East Wales	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Base														
Unweighted	1000	200	165	160	180	293	366	628	268	341	142	249	609	391
Weighted	1000	222	168	168	173	267	480	514	208	286	209	297	494	506
Yes	493 49%	99 44%	83 50%	87 52%	84 48%	139 52%	277 58%	215 42%	118 57%	146 51%	96 46%	133 45%	264 53%	229 45%
No	273 27%	65 29%	39 23%	44 26%	46 27%	78 29%	105 22%	165 32%	59 28%	77 27%	59 28%	78 26%	136 27%	137 27%
Don't know	234 23%	58 26%	46 27%	37 22%	43 25%	49 18%	98 20%	135 26%	31 15%	63 22%	55 26%	86 29%	94 19%	140 28%

Analysis...: Because bird flu pandemics are becoming more common and are lasting longer, in England and Scotland the Governments have decided to allow free range eggs and poultry to continue to be marketed as free range even if the birds are housed indoors for longer than the current periods of 16/12 weeks. This is already the situation in the European Union and Northern Ireland. So, there will be no requirement to relabel free range eggs and poultry meat in future when birds are housed indoors during bird flu pandemics, however long this lasts. QFR5 Would you support the same policy being introduced in Wales?

Break.....: c8:c9:c10:c5

Filter.....: All Respondents

Weight...: Rim Weight RW1

Cells.....: Counts, Break %, Respondents

	Total	Age 1						Age 2			Gender-Age				Welsh Speaker	
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Yes	No
Base																
Unweighted	1000	115	188	199	157	152	186	303	356	338	151	214	346	280	380	620
Weighted	1000	107	175	155	141	192	227	282	297	419	206	273	226	286	360	640
Yes	493 49%	51 47%	91 52%	86 55%	68 48%	93 48%	104 46%	142 50%	154 52%	196 47%	124 60%	152 56%	102 45%	112 39%	191 53%	301 47%
No	273 27%	33 31%	40 23%	45 29%	40 28%	47 25%	65 29%	74 26%	85 29%	113 27%	40 19%	65 24%	76 34%	87 30%	95 26%	177 28%
Don't know	234 23%	23 22%	44 25%	25 16%	33 23%	52 27%	58 26%	67 24%	58 19%	110 26%	41 20%	56 21%	48 21%	87 30%	73 20%	161 25%

Analysis...: Because bird flu pandemics are becoming more common and are lasting longer, in England and Scotland the Governments have decided to allow free range eggs and poultry to continue to be marketed as free range even if the birds are housed indoors for longer than the current periods of 16/12 weeks. This is already the situation in the European Union and Northern Ireland. So, there will be no requirement to relabel free range eggs and poultry meat in future when birds are housed indoors during bird flu pandemics, however long this lasts. QFR5 Would you support the same policy being introduced in Wales?

Break.....: c40:c41

Filter.....: All Respondents

Weight...: Rim Weight RW1

Cells.....: Counts, Break %, Respondents

	Total	Egg purchasing				Poultry meat purchasing			
		Ever buy eggs	Ever buy free range eggs (total)	Always buy free-range eggs	Often / sometimes buy free-range eggs	Ever buy poultry meat	Ever buy free range poultry meat (total)	Always buy free-range poultry meat	Often / sometimes buy free-range poultry meat
Base									
Unweighted	971	953	910	548	362	936	858	290	568
Weighted	972	955	909	522	387	938	861	270	591
Yes	490 50%	483 51%	469 52%	261 50%	207 54%	482 51%	449 52%	144 53%	305 52%
No	259 27%	254 27%	242 27%	158 30%	85 22%	241 26%	223 26%	72 27%	150 25%
Don't know	223 23%	218 23%	198 22%	103 20%	95 25%	215 23%	189 22%	54 20%	136 23%

Analysis...: QFR6a If the law was changed in Wales to be the same as England and Scotland, so there is no requirement to relabel free range eggs and poultry meat when birds are housed indoors during bird flu pandemics, would this make any difference to your purchasing?

Break..... : c1:c2:c3

Filter.....: All Respondents

Weight... : Rim Weight RW1

Cells.....: Counts, Break %, Respondents

	Total	Region					Gender		Social grade					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & South East Wales	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Base														
Unweighted	1000	200	165	160	180	293	366	628	268	341	142	249	609	391
Weighted	1000	222	168	168	173	267	480	514	208	286	209	297	494	506
Yes	269 27%	49 22%	46 27%	54 32%	41 24%	79 30%	125 26%	141 27%	67 32%	65 23%	50 24%	86 29%	132 27%	136 27%
No	531 53%	125 56%	83 49%	88 52%	96 55%	140 53%	281 58%	250 49%	116 56%	166 58%	110 52%	139 47%	283 57%	248 49%
Don't know	200 20%	48 22%	39 23%	27 16%	36 21%	48 18%	74 15%	123 24%	24 12%	55 19%	49 23%	72 24%	79 16%	121 24%

Analysis...: QFR6a If the law was changed in Wales to be the same as England and Scotland, so there is no requirement to relabel free range eggs and poultry meat when birds are housed indoors during bird flu pandemics, would this make any difference to your purchasing?

Break..... : c8:c9:c10:c5

Filter.....: All Respondents

Weight... : Rim Weight RW1

Cells.....: Counts, Break %, Respondents

	Total	Age 1						Age 2			Gender-Age				Welsh Speaker	
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Yes	No
Base																
Unweighted	1000	115	188	199	157	152	186	303	356	338	151	214	346	280	380	620
Weighted	1000	107	175	155	141	192	227	282	297	419	206	273	226	286	360	640
Yes	269 27%	38 35%	55 31%	43 28%	35 25%	39 20%	57 25%	93 33%	79 27%	96 23%	62 30%	63 23%	71 31%	68 24%	96 27%	172 27%
No	531 53%	43 40%	79 45%	81 52%	76 54%	108 56%	144 63%	122 43%	157 53%	252 60%	101 49%	180 66%	102 45%	148 52%	194 54%	337 53%
Don't know	200 20%	26 25%	41 23%	31 20%	30 21%	45 24%	26 11%	67 24%	61 21%	71 17%	43 21%	30 11%	53 23%	70 25%	70 20%	130 20%

Analysis...: QFR6a If the law was changed in Wales to be the same as England and Scotland, so there is no requirement to relabel free range eggs and poultry meat when birds are housed indoors during bird flu pandemics, would this make any difference to your purchasing?

Break..... : c40:c41

Filter.....: All Respondents

Weight... : Rim Weight RW1

Cells.....: Counts, Break %, Respondents

	Total	Egg purchasing				Poultry meat purchasing			
		Ever buy eggs	Ever buy free range eggs (total)	Always buy free-range eggs	Often / sometimes buy free-range eggs	Ever buy poultry meat	Ever buy free range poultry meat (total)	Always buy free-range poultry meat	Often / sometimes buy free-range poultry meat
Base									
Unweighted	971	953	910	548	362	936	858	290	568
Weighted	972	955	909	522	387	938	861	270	591
Yes	261 27%	255 27%	249 27%	157 30%	92 24%	245 26%	237 28%	82 30%	155 26%
No	518 53%	511 54%	479 53%	264 51%	214 55%	504 54%	453 53%	131 49%	322 55%
Don't know	194 20%	189 20%	181 20%	101 19%	81 21%	189 20%	171 20%	57 21%	114 19%

Analysis...: QFR6b Which of these would apply to your change in purchasing?

Break..... : c1:c2:c3

Filter..... : All Respondents

Weight... : Rim Weight RW1

Cells..... : Counts, Break %, Respondents

Text..... : This table only includes those who would change their purchasing if the law was changed in Wales to be the same as England and Scotland, so there is no requirement to relabel free range eggs and poultry meat when birds are housed indoors during bird flu pandemics

	Total	Region					Gender		Social grade					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & South East Wales	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Base														
Unweighted	285	49	42	54	49	91	99	184	93	84	36	72	177	108
Weighted	269	49	46	54	41	79	125	141	67	65	50	86	132	136
I'd buy free range eggs/ meat more often	102 38%	14 29%	18 39%	20 37%	22 53%	29 36%	65 52%	36 25%	31 46%	23 36%	15 30%	33 39%	54 41%	48 35%
I'd buy free range eggs/ meat less often	166 62%	34 71%	28 61%	34 63%	19 47%	50 64%	60 48%	105 75%	37 54%	42 64%	35 70%	53 61%	78 59%	88 65%

Analysis...: QFR6b Which of these would apply to your change in purchasing?

Break..... : c8:c9:c10:c5

Filter.....: All Respondents

Weight... : Rim Weight RW1

Cells.....: Counts, Break %, Respondents

Text.....: This table only includes those who would change their purchasing if the law was changed in Wales to be the same as England and Scotland, so there is no requirement to relabel free range eggs and poultry meat when birds are housed indoors during bird flu pandemics

	Total	Age 1					Age 2			Gender-Age				Welsh Speaker		
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Yes	No
Base																
Unweighted	285	35	66	62	41	33	46	101	103	79	49	50	112	70	103	182
Weighted	269	38	55	43	35	39	57	93	79	96	62	63	71	68	96	172
I'd buy free range eggs/ meat more often	102 38%	24 62%	28 51%	20 46%	13 36%	10 26%	8 14%	51 56%	33 42%	18 19%	44 72%	21 33%	26 36%	10 14%	51 53%	51 30%
I'd buy free range eggs/ meat less often	166 62%	14 38%	27 49%	23 54%	23 64%	28 74%	49 86%	41 44%	46 58%	78 81%	18 28%	42 67%	45 64%	58 86%	45 47%	121 70%

Analysis...: QFR6b Which of these would apply to your change in purchasing?

Break..... : c40:c41

Filter.....: All Respondents

Weight... : Rim Weight RW1

Cells.....: Counts, Break %, Respondents

Text.....: This table only includes those who would change their purchasing if the law was changed in Wales to be the same as England and Scotland, so there is no requirement to relabel free range eggs and poultry meat when birds are housed indoors during bird flu pandemics

	Total	Egg purchasing				Poultry meat purchasing			
		Ever buy eggs	Ever buy free range eggs (total)	Always buy free-range eggs	Often / sometimes buy free-range eggs	Ever buy poultry meat	Ever buy free range poultry meat (total)	Always buy free-range poultry meat	Often / sometimes buy free-range poultry meat
Base									
Unweighted	277	270	264	173	91	260	250	94	156
Weighted	261	255	249	157	92	245	237	82	155
I'd buy free range eggs/ meat more often	101 39%	97 38%	93 37%	46 29%	47 51%	98 40%	94 40%	32 39%	62 40%
I'd buy free range eggs/ meat less often	160 61%	158 62%	156 63%	111 71%	45 49%	148 60%	143 60%	50 61%	93 60%

Analysis.: QFR7 To what extent do you agree or disagree with the following statements?.....It's misleading to shoppers if products continue to be labelled as free range when birds are kept indoors during bird flu pandemics

Break..... : c1:c2:c3

Filter.....: All Respondents

Weight... : Rim Weight RW1

Cells.....: Counts, Break %, Respondents

	Total	Region					Gender		Social grade					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & South East Wales	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Base														
Unweighted	1000	200	165	160	180	293	366	628	268	341	142	249	609	391
Weighted	1000	222	168	168	173	267	480	514	208	286	209	297	494	506
Strongly agree	211 21%	49 22%	26 16%	31 19%	40 23%	64 24%	82 17%	126 25%	49 23%	56 20%	42 20%	65 22%	105 21%	107 21%
Agree	217 22%	32 15%	42 25%	42 25%	45 26%	55 21%	99 21%	116 23%	45 22%	62 22%	43 21%	67 23%	107 22%	111 22%
Neither agree nor disagree	315 31%	77 35%	62 37%	54 32%	47 27%	75 28%	163 34%	151 29%	64 31%	84 29%	78 38%	89 30%	148 30%	167 33%
Disagree	155 15%	34 15%	25 15%	21 13%	30 18%	44 16%	83 17%	71 14%	38 18%	53 19%	22 11%	42 14%	91 18%	64 13%
Strongly disagree	58 6%	17 8%	7 4%	9 5%	9 5%	16 6%	30 6%	26 5%	10 5%	20 7%	6 3%	22 7%	30 6%	28 6%
Don't know	44 4%	13 6%	5 3%	10 6%	2 1%	12 4%	22 4%	22 4%	3 2%	12 4%	17 8%	13 4%	15 3%	29 6%
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
net: AGREE	429 43%	81 37%	68 41%	74 44%	85 49%	120 45%	181 38%	242 47%	94 45%	118 41%	85 41%	132 44%	211 43%	217 43%
net: DISAGREE	213 21%	51 23%	33 19%	30 18%	39 23%	60 23%	114 24%	98 19%	47 23%	73 25%	29 14%	64 21%	120 24%	93 18%

Analysis.: QFR7 To what extent do you agree or disagree with the following statements?.....It's misleading to shoppers if products continue to be labelled as free range when birds are kept indoors during bird flu pandemics

Break..... : c8:c9:c10:c5

Filter.....: All Respondents

Weight... : Rim Weight RW1

Cells.....: Counts, Break %, Respondents

	Total	Age 1						Age 2			Gender-Age				Welsh Speaker	
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Yes	No
Base																
Unweighted	1000	115	188	199	157	152	186	303	356	338	151	214	346	280	380	620
Weighted	1000	107	175	155	141	192	227	282	297	419	206	273	226	286	360	640
Strongly agree	211 21%	31 28%	41 23%	33 21%	31 22%	34 18%	40 17%	71 25%	64 22%	73 18%	42 21%	39 14%	60 26%	65 23%	73 20%	138 22%
Agree	217 22%	27 25%	34 20%	34 22%	25 18%	45 24%	52 23%	61 22%	59 20%	97 23%	45 22%	54 20%	49 21%	67 24%	81 23%	136 21%
Neither agree nor disagree	315 31%	29 27%	52 30%	48 31%	43 30%	66 34%	76 34%	82 29%	91 31%	143 34%	70 34%	94 34%	60 26%	91 32%	113 31%	202 32%
Disagree	155 15%	7 7%	24 14%	29 18%	25 18%	29 15%	41 18%	32 11%	54 18%	69 17%	27 13%	57 21%	34 15%	38 13%	46 13%	109 17%
Strongly disagree	58 6%	6 5%	11 6%	7 4%	13 9%	10 5%	12 5%	17 6%	20 7%	21 5%	8 4%	22 8%	14 6%	12 4%	28 8%	30 5%
Don't know	44 4%	8 7%	12 7%	5 3%	4 3%	8 4%	7 3%	20 7%	9 3%	15 4%	14 7%	7 3%	11 5%	12 4%	19 5%	25 4%
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
net: AGREE	429 43%	57 54%	75 43%	67 43%	56 40%	79 41%	91 40%	132 47%	123 42%	171 41%	87 42%	93 34%	108 48%	133 46%	154 43%	274 43%
net: DISAGREE	213 21%	13 12%	36 20%	35 23%	38 27%	38 20%	53 23%	48 17%	74 25%	91 22%	35 17%	79 29%	48 21%	50 18%	74 21%	138 22%

Analysis.: QFR7 To what extent do you agree or disagree with the following statements?.....It's misleading to shoppers if products continue to be labelled as free range when birds are kept indoors during bird flu pandemics

Break..... : c40:c41

Filter.....: All Respondents

Weight... : Rim Weight RW1

Cells.....: Counts, Break %, Respondents

	Total	Egg purchasing				Poultry meat purchasing			
		Ever buy eggs	Ever buy free range eggs (total)	Always buy free-range eggs	Often / sometimes buy free-range eggs	Ever buy poultry meat	Ever buy free range poultry meat (total)	Always buy free-range poultry meat	Often / sometimes buy free-range poultry meat
Base									
Unweighted	971	953	910	548	362	936	858	290	568
Weighted	972	955	909	522	387	938	861	270	591
Strongly agree	200 21%	198 21%	190 21%	132 25%	58 15%	185 20%	175 20%	73 27%	102 17%
Agree	213 22%	209 22%	203 22%	117 23%	85 22%	205 22%	185 22%	53 20%	132 22%
Neither agree nor disagree	310 32%	304 32%	283 31%	140 27%	143 37%	305 32%	278 32%	77 28%	201 34%
Disagree	152 16%	151 16%	148 16%	83 16%	64 17%	149 16%	138 16%	40 15%	99 17%
Strongly disagree	57 6%	56 6%	55 6%	35 7%	20 5%	56 6%	53 6%	19 7%	34 6%
Don't know	40 4%	38 4%	30 3%	15 3%	16 4%	39 4%	31 4%	9 3%	22 4%
-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-
net: AGREE	413 43%	406 43%	393 43%	249 48%	144 37%	390 42%	360 42%	126 47%	234 40%
net: DISAGREE	209 21%	207 22%	203 22%	118 23%	85 22%	204 22%	192 22%	58 22%	133 23%

Analysis...: QFR7 To what extent do you agree or disagree with the following statements?.....Eggs and poultry meat from free range hens and other poultry should continue to be called free range, even if they've been kept indoors for an extended period to protect them from bird flu

Break..... : c1:c2:c3

Filter.....: All Respondents

Weight... : Rim Weight RW1

Cells.....: Counts, Break %, Respondents

	Total	Region					Gender		Social grade					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & South East Wales	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Base														
Unweighted	1000	200	165	160	180	293	366	628	268	341	142	249	609	391
Weighted	1000	222	168	168	173	267	480	514	208	286	209	297	494	506
Strongly agree	154 15%	23 10%	28 17%	28 17%	30 18%	44 17%	83 17%	71 14%	31 15%	58 20%	25 12%	41 14%	89 18%	65 13%
Agree	280 28%	75 34%	51 30%	46 27%	40 23%	68 26%	157 33%	123 24%	64 31%	81 28%	54 26%	81 27%	145 29%	135 27%
Neither agree nor disagree	250 25%	46 21%	44 26%	46 28%	43 25%	71 27%	117 24%	132 26%	54 26%	70 25%	59 28%	67 23%	125 25%	126 25%
Disagree	160 16%	39 17%	26 16%	28 17%	28 16%	39 15%	70 15%	89 17%	33 16%	43 15%	38 18%	46 15%	76 15%	84 17%
Strongly disagree	103 10%	20 9%	13 8%	14 9%	24 14%	31 12%	39 8%	60 12%	24 12%	23 8%	16 8%	41 14%	47 9%	57 11%
Don't know	53 5%	19 9%	6 4%	5 3%	7 4%	14 5%	14 3%	39 8%	2 1%	11 4%	18 9%	22 7%	13 3%	40 8%
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
net: AGREE	434 43%	98 44%	79 47%	74 44%	70 41%	112 42%	240 50%	194 38%	95 46%	139 49%	78 38%	122 41%	234 47%	200 40%
net: DISAGREE	263 26%	59 26%	39 23%	42 25%	52 30%	70 26%	109 23%	150 29%	57 27%	66 23%	54 26%	86 29%	123 25%	140 28%

Analysis...: QFR7 To what extent do you agree or disagree with the following statements?.....Eggs and poultry meat from free range hens and other poultry should continue to be called free range, even if they've been kept indoors for an extended period to protect them from bird flu

Break..... : c8:c9:c10:c5

Filter.....: All Respondents

Weight... : Rim Weight RW1

Cells.....: Counts, Break %, Respondents

	Total	Age 1						Age 2			Gender-Age				Welsh Speaker	
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Yes	No
Base																
Unweighted	1000	115	188	199	157	152	186	303	356	338	151	214	346	280	380	620
Weighted	1000	107	175	155	141	192	227	282	297	419	206	273	226	286	360	640
Strongly agree	154 15%	13 12%	29 17%	21 13%	28 20%	25 13%	38 17%	42 15%	49 16%	63 15%	31 15%	52 19%	32 14%	39 14%	58 16%	96 15%
Agree	280 28%	22 20%	39 22%	49 31%	38 27%	61 32%	71 31%	61 21%	87 29%	133 32%	57 28%	99 36%	51 23%	72 25%	108 30%	173 27%
Neither agree nor disagree	250 25%	24 22%	50 28%	37 24%	34 24%	47 25%	59 26%	73 26%	71 24%	106 25%	54 26%	63 23%	55 24%	77 27%	84 23%	166 26%
Disagree	160 16%	30 28%	22 12%	27 17%	25 17%	25 13%	30 13%	52 18%	52 17%	55 13%	34 17%	34 13%	44 19%	45 16%	52 14%	108 17%
Strongly disagree	103 10%	13 12%	20 11%	17 11%	13 9%	20 11%	20 9%	33 12%	30 10%	40 10%	18 9%	21 8%	27 12%	32 11%	43 12%	60 9%
Don't know	53 5%	5 5%	16 9%	6 4%	4 3%	14 7%	8 4%	22 8%	9 3%	22 5%	11 5%	3 1%	17 7%	22 8%	16 4%	37 6%
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
net: AGREE	434 43%	35 32%	68 39%	69 45%	66 47%	86 45%	110 48%	103 36%	136 46%	196 47%	88 43%	152 55%	83 37%	110 39%	166 46%	268 42%
net: DISAGREE	263 26%	43 40%	41 23%	44 28%	38 27%	45 23%	50 22%	84 30%	81 27%	95 23%	53 26%	55 20%	72 32%	76 27%	95 26%	168 26%

Analysis...: QFR7 To what extent do you agree or disagree with the following statements?.....Eggs and poultry meat from free range hens and other poultry should continue to be called free range, even if they've been kept indoors for an extended period to protect them from bird flu

Break..... : c40:c41

Filter.....: All Respondents

Weight... : Rim Weight RW1

Cells.....: Counts, Break %, Respondents

	Total	Egg purchasing				Poultry meat purchasing			
		Ever buy eggs	Ever buy free range eggs (total)	Always buy free-range eggs	Often / sometimes buy free-range eggs	Ever buy poultry meat	Ever buy free range poultry meat (total)	Always buy free-range poultry meat	Often / sometimes buy free-range poultry meat
Base									
Unweighted	971	953	910	548	362	936	858	290	568
Weighted	972	955	909	522	387	938	861	270	591
Strongly agree	151 16%	150 16%	146 16%	95 18%	51 13%	148 16%	139 16%	59 22%	79 13%
Agree	279 29%	277 29%	269 30%	146 28%	123 32%	275 29%	254 29%	73 27%	181 31%
Neither agree nor disagree	247 25%	243 25%	222 24%	104 20%	118 30%	235 25%	215 25%	50 19%	164 28%
Disagree	153 16%	148 15%	144 16%	90 17%	55 14%	148 16%	136 16%	41 15%	95 16%
Strongly disagree	95 10%	93 10%	91 10%	65 12%	26 7%	86 9%	80 9%	37 14%	43 7%
Don't know	47 5%	45 5%	37 4%	23 4%	15 4%	46 5%	38 4%	9 3%	28 5%
-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-
net: AGREE	431 44%	426 45%	415 46%	240 46%	174 45%	423 45%	393 46%	132 49%	260 44%
net: DISAGREE	248 25%	241 25%	235 26%	155 30%	80 21%	233 25%	216 25%	78 29%	138 23%

Analysis...: QFR7 To what extent do you agree or disagree with the following statements?.....It isn't worth the cost and disruption to farmers/ businesses of changing the labelling of free range eggs and poultry meat when birds are kept indoors for a temporary period for their safety

Break..... : c1:c2:c3

Filter.....: All Respondents

Weight... : Rim Weight RW1

Cells.....: Counts, Break %, Respondents

	Total	Region					Gender		Social grade					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & South East Wales	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Base														
Unweighted	1000	200	165	160	180	293	366	628	268	341	142	249	609	391
Weighted	1000	222	168	168	173	267	480	514	208	286	209	297	494	506
Strongly agree	193 19%	31 14%	43 26%	30 18%	34 20%	55 21%	101 21%	93 18%	45 22%	68 24%	27 13%	52 18%	114 23%	80 16%
Agree	302 30%	78 35%	54 32%	56 33%	48 28%	66 25%	160 33%	142 28%	71 34%	82 29%	73 35%	77 26%	153 31%	150 30%
Neither agree nor disagree	255 26%	60 27%	44 26%	40 24%	45 26%	65 24%	115 24%	135 26%	38 18%	73 26%	60 29%	84 28%	111 22%	144 29%
Disagree	135 14%	27 12%	16 10%	26 15%	24 14%	41 16%	57 12%	78 15%	38 18%	36 12%	23 11%	39 13%	73 15%	62 12%
Strongly disagree	58 6%	11 5%	6 4%	7 4%	15 9%	20 7%	27 6%	30 6%	10 5%	14 5%	12 6%	22 7%	25 5%	34 7%
Don't know	55 6%	16 7%	5 3%	8 5%	6 3%	20 7%	19 4%	36 7%	6 3%	13 4%	15 7%	21 7%	19 4%	36 7%
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
net: AGREE	496 50%	109 49%	97 58%	86 51%	83 48%	121 45%	261 54%	234 46%	116 56%	150 53%	100 48%	130 44%	266 54%	229 45%
net: DISAGREE	194 19%	37 17%	22 13%	33 19%	39 23%	61 23%	84 18%	108 21%	48 23%	50 17%	34 16%	62 21%	98 20%	96 19%

Analysis...: QFR7 To what extent do you agree or disagree with the following statements?.....It isn't worth the cost and disruption to farmers/ businesses of changing the labelling of free range eggs and poultry meat when birds are kept indoors for a temporary period for their safety

Break..... : c8:c9:c10:c5

Filter.....: All Respondents

Weight... : Rim Weight RW1

Cells.....: Counts, Break %, Respondents

	Total	Age 1						Age 2			Gender-Age				Welsh Speaker	
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Yes	No
Base																
Unweighted	1000	115	188	199	157	152	186	303	356	338	151	214	346	280	380	620
Weighted	1000	107	175	155	141	192	227	282	297	419	206	273	226	286	360	640
Strongly agree	193 19%	22 21%	30 17%	35 22%	28 20%	40 21%	39 17%	52 19%	62 21%	79 19%	44 21%	57 21%	43 19%	50 17%	79 22%	114 18%
Agree	302 30%	21 20%	44 25%	41 26%	42 30%	66 34%	88 39%	65 23%	83 28%	154 37%	49 24%	112 41%	56 25%	85 30%	105 29%	198 31%
Neither agree nor disagree	255 26%	28 26%	48 27%	41 26%	35 25%	41 22%	61 27%	76 27%	76 26%	102 24%	62 30%	54 20%	51 23%	83 29%	93 26%	162 25%
Disagree	135 14%	22 21%	22 13%	21 14%	24 17%	25 13%	20 9%	45 16%	45 15%	45 11%	29 14%	29 11%	37 16%	40 14%	40 11%	95 15%
Strongly disagree	58 6%	8 7%	14 8%	11 7%	7 5%	9 4%	10 5%	22 8%	18 6%	19 5%	12 6%	15 5%	19 9%	11 4%	21 6%	37 6%
Don't know	55 6%	5 5%	18 10%	8 5%	5 3%	11 6%	9 4%	23 8%	12 4%	20 5%	11 5%	8 3%	19 8%	17 6%	22 6%	33 5%
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
net: AGREE	496 50%	43 41%	74 42%	75 49%	70 50%	105 55%	128 56%	117 42%	146 49%	233 56%	93 45%	168 62%	99 44%	135 47%	184 51%	312 49%
net: DISAGREE	194 19%	30 28%	36 20%	32 20%	31 22%	34 18%	30 13%	66 23%	63 21%	64 15%	40 20%	44 16%	56 25%	51 18%	61 17%	132 21%

Analysis.: QFR7 To what extent do you agree or disagree with the following statements?.....It isn't worth the cost and disruption to farmers/ businesses of changing the labelling of free range eggs and poultry meat when birds are kept indoors for a temporary period for their safety

Break..... : c40:c41

Filter.....: All Respondents

Weight... : Rim Weight RW1

Cells.....: Counts, Break %, Respondents

	Total	Egg purchasing				Poultry meat purchasing			
		Ever buy eggs	Ever buy free range eggs (total)	Always buy free-range eggs	Often / sometimes buy free-range eggs	Ever buy poultry meat	Ever buy free range poultry meat (total)	Always buy free-range poultry meat	Often / sometimes buy free-range poultry meat
Base									
Unweighted	971	953	910	548	362	936	858	290	568
Weighted	972	955	909	522	387	938	861	270	591
Strongly agree	190 20%	185 19%	176 19%	109 21%	68 18%	186 20%	174 20%	61 23%	113 19%
Agree	301 31%	300 31%	288 32%	154 29%	135 35%	296 32%	276 32%	81 30%	195 33%
Neither agree nor disagree	250 26%	247 26%	234 26%	112 22%	121 31%	239 25%	215 25%	47 17%	168 28%
Disagree	131 13%	127 13%	124 14%	95 18%	29 8%	125 13%	117 14%	50 18%	68 11%
Strongly disagree	51 5%	51 5%	49 5%	27 5%	22 6%	45 5%	40 5%	19 7%	21 4%
Don't know	49 5%	46 5%	37 4%	25 5%	12 3%	47 5%	39 4%	12 5%	26 4%
-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-
net: AGREE	492 51%	484 51%	465 51%	262 50%	203 52%	483 51%	450 52%	143 53%	308 52%
net: DISAGREE	182 19%	177 19%	173 19%	122 23%	51 13%	170 18%	157 18%	68 25%	89 15%

Analysis.: QFR7 To what extent do you agree or disagree with the following statements?.....It's better for the policy in Wales to be consistent with the policy in other countries like England and Scotland

Break..... : c1:c2:c3

Filter.....: All Respondents

Weight... : Rim Weight RW1

Cells.....: Counts, Break %, Respondents

	Total	Region					Gender		Social grade					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & South East Wales	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Base														
Unweighted	1000	200	165	160	180	293	366	628	268	341	142	249	609	391
Weighted	1000	222	168	168	173	267	480	514	208	286	209	297	494	506
Strongly agree	208 21%	41 19%	36 21%	33 19%	35 20%	62 23%	110 23%	98 19%	54 26%	73 26%	26 12%	55 18%	127 26%	81 16%
Agree	332 33%	77 35%	49 29%	60 36%	53 30%	93 35%	184 38%	147 29%	74 36%	95 33%	75 36%	87 29%	170 34%	162 32%
Neither agree nor disagree	265 27%	62 28%	54 32%	41 25%	56 32%	52 19%	114 24%	148 29%	40 19%	71 25%	62 30%	93 31%	111 22%	155 31%
Disagree	97 10%	22 10%	18 11%	17 10%	13 8%	27 10%	28 6%	67 13%	28 13%	27 9%	21 10%	22 7%	55 11%	42 8%
Strongly disagree	55 5%	9 4%	5 3%	9 5%	11 6%	21 8%	27 6%	28 5%	8 4%	9 3%	14 7%	23 8%	18 4%	37 7%
Don't know	43 4%	11 5%	5 3%	8 5%	6 3%	13 5%	17 3%	26 5%	4 2%	10 4%	11 5%	18 6%	14 3%	29 6%
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
net: AGREE	540 54%	119 53%	85 51%	93 55%	87 51%	155 58%	294 61%	245 48%	128 62%	169 59%	101 49%	141 48%	297 60%	243 48%
net: DISAGREE	152 15%	31 14%	23 14%	26 16%	24 14%	48 18%	55 11%	95 18%	36 17%	36 13%	35 17%	44 15%	72 15%	79 16%

Analysis...: QFR7 To what extent do you agree or disagree with the following statements?.....It's better for the policy in Wales to be consistent with the policy in other countries like England and Scotland

Break..... : c8:c9:c10:c5

Filter.....: All Respondents

Weight... : Rim Weight RW1

Cells.....: Counts, Break %, Respondents

	Total	Age 1						Age 2			Gender-Age				Welsh Speaker	
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Yes	No
Base																
Unweighted	1000	115	188	199	157	152	186	303	356	338	151	214	346	280	380	620
Weighted	1000	107	175	155	141	192	227	282	297	419	206	273	226	286	360	640
Strongly agree	208 21%	17 16%	29 17%	40 26%	26 19%	47 24%	49 22%	46 16%	66 22%	96 23%	40 19%	70 26%	46 20%	52 18%	69 19%	139 22%
Agree	332 33%	24 22%	52 30%	44 28%	48 34%	67 35%	96 42%	76 27%	92 31%	163 39%	66 32%	118 43%	54 24%	92 32%	122 34%	209 33%
Neither agree nor disagree	265 27%	35 33%	55 31%	47 30%	40 28%	38 20%	50 22%	90 32%	87 29%	87 21%	68 33%	46 17%	66 29%	81 28%	93 26%	173 27%
Disagree	97 10%	16 15%	13 8%	15 10%	15 11%	18 9%	20 9%	30 11%	30 10%	38 9%	11 5%	17 6%	31 14%	36 13%	38 10%	59 9%
Strongly disagree	55 5%	10 9%	13 7%	5 3%	9 7%	11 6%	7 3%	23 8%	14 5%	18 4%	12 6%	15 5%	15 7%	12 4%	25 7%	29 5%
Don't know	43 4%	5 5%	13 7%	5 3%	2 2%	12 6%	6 3%	18 6%	8 3%	18 4%	9 4%	8 3%	15 6%	12 4%	14 4%	29 5%
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
net: AGREE	540 54%	41 38%	81 46%	84 54%	75 53%	114 59%	145 64%	122 43%	158 53%	259 62%	106 51%	188 69%	100 44%	144 50%	191 53%	349 55%
net: DISAGREE	152 15%	26 24%	26 15%	19 12%	24 17%	29 15%	26 12%	53 19%	44 15%	55 13%	24 11%	31 11%	46 20%	49 17%	63 17%	89 14%

Analysis.: QFR7 To what extent do you agree or disagree with the following statements?.....It's better for the policy in Wales to be consistent with the policy in other countries like England and Scotland

Break..... : c40:c41

Filter.....: All Respondents

Weight... : Rim Weight RW1

Cells.....: Counts, Break %, Respondents

	Total	Egg purchasing				Poultry meat purchasing			
		Ever buy eggs	Ever buy free range eggs (total)	Always buy free-range eggs	Often / sometimes buy free-range eggs	Ever buy poultry meat	Ever buy free range poultry meat (total)	Always buy free-range poultry meat	Often / sometimes buy free-range poultry meat
Base									
Unweighted	971	953	910	548	362	936	858	290	568
Weighted	972	955	909	522	387	938	861	270	591
Strongly agree	205 21%	199 21%	189 21%	115 22%	74 19%	200 21%	183 21%	73 27%	110 19%
Agree	328 34%	325 34%	312 34%	167 32%	145 38%	322 34%	298 35%	79 29%	219 37%
Neither agree nor disagree	261 27%	258 27%	241 27%	124 24%	117 30%	252 27%	230 27%	64 24%	166 28%
Disagree	93 10%	91 10%	90 10%	71 14%	19 5%	86 9%	82 10%	38 14%	44 7%
Strongly disagree	49 5%	48 5%	48 5%	29 6%	19 5%	43 5%	41 5%	10 4%	31 5%
Don't know	37 4%	34 4%	28 3%	16 3%	12 3%	36 4%	28 3%	7 2%	21 4%
-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-
net: AGREE	533 55%	524 55%	501 55%	282 54%	219 57%	522 56%	481 56%	152 56%	329 56%
net: DISAGREE	141 15%	139 15%	138 15%	101 19%	38 10%	129 14%	123 14%	48 18%	74 13%

Analysis..: QFR7ay~QFR7dy
 Filter.....: All Respondents
 Weight... : Rim Weight RW1
 Cells.....: Counts, Analysis %, Respondents

Counts Analysis % Respondents	Total								net:	
		Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know	AGREE	DISAGREE	
It's misleading to shoppers if products continue to be labelled as free range when birds are kept indoors during bird flu pandemics	1000	211 21%	217 22%	315 31%	155 15%	58 6%	44 4%	-	429 43%	213 21%
Eggs and poultry meat from free range hens and other poultry should continue to be called free range, even if they've been kept indoors f...	1000	154 15%	280 28%	250 25%	160 16%	103 10%	53 5%	-	434 43%	263 26%
It isn't worth the cost and disruption to farmers/ businesses of changing the labelling of free range eggs and poultry meat when birds are ...	1000	193 19%	302 30%	255 26%	135 14%	58 6%	55 6%	-	496 50%	194 19%
It's better for the policy in Wales to be consistent with the policy in other countries like England and Scotland	1000	208 21%	332 33%	265 27%	97 10%	55 5%	43 4%	-	540 54%	152 15%

Analysis..: QFR8 What would be the best way of informing people of a change to products?

Break..... : c1:c2:c3

Filter.....: All Respondents

Weight... : Rim Weight RW1

Options.. : Analysis Ordered

Cells.....: Counts, Break %, Respondents

	Total	Region					Gender		Social grade					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & South East Wales	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Base														
Unweighted	1000	200	165	160	180	293	366	628	268	341	142	249	609	391
Weighted	1000	222	168	168	173	267	480	514	208	286	209	297	494	506
Updated shelf labelling applied by the supermarket/retailers instore	531 53%	129 58%	93 55%	78 46%	89 52%	140 53%	219 46%	309 60%	107 52%	144 50%	100 48%	180 60%	252 51%	279 55%
Advertising (e.g. TV, radio, newspapers/magazines, posters, email, or online)	467 47%	115 52%	82 49%	78 46%	70 40%	122 46%	215 45%	248 48%	99 47%	141 49%	102 49%	126 42%	240 49%	228 45%
New labels applied to product packaging itself	441 44%	103 46%	66 39%	73 43%	74 43%	124 46%	185 39%	252 49%	101 49%	107 38%	94 45%	138 46%	209 42%	232 46%
Government update or communication (e.g. an information notice issued to every household advising of a product ch...	309 31%	73 33%	47 28%	43 25%	51 29%	95 36%	129 27%	181 35%	74 35%	87 30%	60 29%	89 30%	160 32%	149 29%
Website or In-App notifications that appear when selecting the product to 'Add to Basket' when shopping online	260 26%	59 27%	50 30%	49 29%	29 17%	73 27%	129 27%	129 25%	61 29%	75 26%	52 25%	72 24%	136 28%	123 24%
Website or App banner notifications on the product page when shopping online	218 22%	49 22%	33 20%	36 21%	34 20%	64 24%	95 20%	123 24%	51 24%	62 22%	39 19%	66 22%	113 23%	105 21%
On a dedicated "what's new" webpage when shopping online where any changes to products can be highlighted	196 20%	41 19%	28 17%	32 19%	36 21%	59 22%	87 18%	106 21%	41 19%	53 19%	42 20%	61 20%	94 19%	103 20%
No need for any information \ people don't need to know [unprompted]	4 0%	1 1%	1 1%	2 1%	- -	- -	3 1%	1 0%	- -	1 0%	- -	3 1%	1 0%	3 1%
Other	1 0%	1 0%	- -	- -	- -	- -	- -	1 0%	- -	1 0%	- -	- -	1 0%	- -
Don't know	72 7%	17 8%	11 6%	15 9%	13 8%	15 6%	45 9%	27 5%	5 2%	24 8%	18 9%	25 8%	29 6%	43 8%

Analysis..: QFR8 What would be the best way of informing people of a change to products?

Break..... : c8:c9:c10:c5

Filter.....: All Respondents

Weight... : Rim Weight RW1

Options.. : Analysis Ordered

Cells.....: Counts, Break %, Respondents

	Total	Age 1						Age 2			Gender-Age				Welsh Speaker	
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Yes	No
Base																
Unweighted	1000	115	188	199	157	152	186	303	356	338	151	214	346	280	380	620
Weighted	1000	107	175	155	141	192	227	282	297	419	206	273	226	286	360	640
Updated shelf labelling applied by the supermarket/retailers instore	531 53%	42 39%	73 42%	75 49%	79 56%	120 63%	141 62%	115 41%	155 52%	261 62%	66 32%	153 56%	122 54%	186 65%	178 49%	353 55%
Advertising (e.g. TV, radio, newspapers/magazines, posters, email, or online)	467 47%	44 41%	79 45%	65 42%	57 40%	83 43%	139 61%	123 44%	122 41%	222 53%	86 42%	130 47%	99 44%	149 52%	169 47%	299 47%
New labels applied to product packaging itself	441 44%	49 46%	66 37%	82 53%	63 44%	77 40%	102 45%	115 41%	145 49%	179 43%	80 39%	104 38%	113 50%	137 48%	148 41%	293 46%
Government update or communication (e.g. an information notice issued to every household advising of a product ch...	309 31%	32 30%	60 34%	50 32%	42 29%	56 29%	69 31%	92 33%	92 31%	126 30%	60 29%	69 25%	83 36%	98 34%	128 36%	181 28%
Website or In-App notifications that appear when selecting the product to 'Add to Basket' when shopping online	260 26%	30 28%	55 32%	46 29%	39 28%	40 21%	50 22%	85 30%	85 29%	90 21%	62 30%	67 24%	67 30%	62 22%	93 26%	166 26%
Website or App banner notifications on the product page when shopping online	218 22%	19 18%	46 27%	38 24%	41 29%	41 21%	33 15%	66 23%	79 26%	74 18%	45 22%	50 18%	58 26%	65 23%	81 23%	137 21%
On a dedicated "what's new" webpage when shopping online where any changes to products can be highlighted	196 20%	25 24%	43 25%	28 18%	30 21%	33 17%	36 16%	68 24%	58 20%	70 17%	44 21%	43 16%	49 22%	57 20%	77 21%	119 19%
No need for any information \ people don't need to know [unprompted]	4 0%	- -	- -	- -	- -	1 1%	3 1%	- -	- -	4 1%	- -	3 1%	- -	1 0%	- -	4 1%
Other	1 0%	1 1%	- -	- -	- -	- -	- -	1 0%	- -	- -	- -	- -	1 0%	- -	1 0%	- -
Don't know	72 7%	7 6%	13 7%	14 9%	11 8%	17 9%	11 5%	20 7%	25 8%	28 7%	18 9%	27 10%	15 7%	12 4%	21 6%	51 8%

Analysis.: QFR8 What would be the best way of informing people of a change to products?

Break..... : c40:c41

Filter..... : All Respondents

Weight... : Rim Weight RW1

Options.. : Analysis Ordered

Cells..... : Counts, Break %, Respondents

	Total	Egg purchasing				Poultry meat purchasing			
		Ever buy eggs	Ever buy free range eggs (total)	Always buy free-range eggs	Often / sometimes buy free-range eggs	Ever buy poultry meat	Ever buy free range poultry meat (total)	Always buy free-range poultry meat	Often / sometimes buy free-range poultry meat
Base									
Unweighted	971	953	910	548	362	936	858	290	568
Weighted	972	955	909	522	387	938	861	270	591
Updated shelf labelling applied by the supermarket/retailers instore	517 53%	510 53%	492 54%	299 57%	192 50%	498 53%	462 54%	159 59%	303 51%
Advertising (e.g. TV, radio, newspapers/magazines, posters, email, or online)	459 47%	455 48%	436 48%	263 50%	172 45%	443 47%	407 47%	139 51%	268 45%
New labels applied to product packaging itself	432 44%	425 44%	398 44%	247 47%	152 39%	412 44%	378 44%	122 45%	256 43%
Government update or communication (e.g. an information notice issued to every household advising of a product change)	303 31%	297 31%	290 32%	182 35%	109 28%	290 31%	273 32%	99 36%	174 29%
Website or In-App notifications that appear when selecting the product to 'Add to Basket' when shopping online	254 26%	252 26%	248 27%	149 28%	100 26%	246 26%	229 27%	87 32%	142 24%
Website or App banner notifications on the product page when shopping online	214 22%	213 22%	207 23%	125 24%	83 21%	201 21%	188 22%	76 28%	112 19%
On a dedicated "what's new" webpage when shopping online where any changes to products can be highlighted	193 20%	191 20%	185 20%	103 20%	82 21%	187 20%	173 20%	71 26%	102 17%
No need for any information \ people don't need to know [unprompted]	4 0%	4 0%	4 0%	4 1%	- -	4 0%	4 0%	1 0%	3 0%
Other	1 0%	1 0%	1 0%	- -	1 0%	1 0%	- -	- -	- -
Don't know	62 6%	59 6%	56 6%	28 5%	28 7%	60 6%	52 6%	18 7%	34 6%

Analysis...: QFR9 How often do you personally buy?.....Eggs

Break..... : c1:c2:c3

Filter.....: All Respondents

Weight... : Rim Weight RW1

Cells.....: Counts, Break %, Respondents

	Total	Region					Gender		Social grade					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & South East Wales	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Base														
Unweighted	1000	200	165	160	180	293	366	628	268	341	142	249	609	391
Weighted	1000	222	168	168	173	267	480	514	208	286	209	297	494	506
Every day	17 2%	2 1%	2 1%	2 1%	4 2%	7 3%	9 2%	7 1%	7 3%	5 2%	1 0%	4 1%	12 2%	5 1%
Every week	475 47%	100 45%	90 54%	78 46%	83 48%	124 46%	229 48%	243 47%	98 47%	119 42%	128 61%	130 44%	217 44%	258 51%
Every few weeks	300 30%	71 32%	41 25%	57 34%	54 31%	76 28%	156 33%	142 28%	65 31%	93 32%	53 25%	90 30%	157 32%	143 28%
About one a month	88 9%	25 11%	11 6%	12 7%	17 10%	24 9%	33 7%	56 11%	15 7%	31 11%	14 7%	29 10%	46 9%	43 8%
Every few months	44 4%	11 5%	12 7%	6 4%	3 2%	11 4%	20 4%	24 5%	9 4%	17 6%	7 3%	11 4%	26 5%	18 4%
Less often	31 3%	8 4%	4 2%	6 4%	7 4%	6 2%	15 3%	15 3%	5 3%	12 4%	2 1%	11 4%	18 4%	13 3%
Never	45 5%	5 2%	7 4%	7 4%	5 3%	19 7%	19 4%	26 5%	9 5%	10 3%	4 2%	22 7%	19 4%	26 5%

Analysis...: QFR9 How often do you personally buy?.....Eggs

Break..... : c8:c9:c10:c5

Filter.....: All Respondents

Weight... : Rim Weight RW1

Cells.....: Counts, Break %, Respondents

	Total	Age 1						Age 2			Gender-Age				Welsh Speaker	
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Yes	No
Base																
Unweighted	1000	115	188	199	157	152	186	303	356	338	151	214	346	280	380	620
Weighted	1000	107	175	155	141	192	227	282	297	419	206	273	226	286	360	640
Every day	17 2%	3 3%	7 4%	4 3%	1 0%	1 1%	1 0%	10 3%	5 2%	2 1%	7 3%	2 1%	7 3%	1 0%	13 4%	3 1%
Every week	475 47%	44 41%	77 44%	85 54%	72 51%	90 47%	105 46%	121 43%	157 53%	195 47%	98 48%	129 47%	104 46%	138 48%	195 54%	280 44%
Every few weeks	300 30%	30 28%	47 27%	39 25%	40 28%	62 32%	84 37%	77 27%	78 26%	146 35%	56 27%	100 37%	57 25%	85 30%	84 23%	217 34%
About one a month	88 9%	12 11%	20 11%	9 6%	10 7%	25 13%	13 6%	31 11%	19 6%	38 9%	17 8%	16 6%	24 10%	32 11%	28 8%	60 9%
Every few months	44 4%	5 5%	9 5%	7 4%	6 4%	7 4%	9 4%	14 5%	13 4%	17 4%	10 5%	9 3%	10 5%	14 5%	14 4%	29 5%
Less often	31 3%	5 5%	6 4%	5 3%	9 6%	2 1%	3 2%	11 4%	14 5%	5 1%	7 4%	7 3%	9 4%	6 2%	13 4%	18 3%
Never	45 5%	8 8%	10 5%	7 5%	5 3%	4 2%	11 5%	18 6%	12 4%	15 4%	10 5%	9 3%	15 7%	11 4%	13 4%	32 5%

Analysis...: QFR9 How often do you personally buy?.....Eggs

Break..... : c40:c41

Filter.....: All Respondents

Weight... : Rim Weight RW1

Cells.....: Counts, Break %, Respondents

	Total	Egg purchasing				Poultry meat purchasing			
		Ever buy eggs	Ever buy free range eggs (total)	Always buy free-range eggs	Often / sometimes buy free-range eggs	Ever buy poultry meat	Ever buy free range poultry meat (total)	Always buy free-range poultry meat	Often / sometimes buy free-range poultry meat
Base									
Unweighted	971	953	910	548	362	936	858	290	568
Weighted	972	955	909	522	387	938	861	270	591
Every day	17 2%	17 2%	16 2%	6 1%	9 2%	17 2%	16 2%	6 2%	10 2%
Every week	475 49%	475 50%	455 50%	292 56%	163 42%	462 49%	428 50%	153 56%	275 47%
Every few weeks	300 31%	300 31%	288 32%	154 29%	134 35%	290 31%	265 31%	68 25%	197 33%
About one a month	88 9%	88 9%	82 9%	39 8%	43 11%	86 9%	77 9%	22 8%	55 9%
Every few months	44 4%	44 5%	40 4%	22 4%	18 5%	37 4%	35 4%	10 4%	25 4%
Less often	31 3%	31 3%	28 3%	8 2%	19 5%	29 3%	26 3%	7 3%	19 3%
Never	17 2%	- -	- -	- -	- -	17 2%	14 2%	5 2%	9 2%

Analysis...: QFR9 How often do you personally buy?....Poultry meat (that is chicken, turkey, duck, goose, etc)

Break.....: c1:c2:c3

Filter.....: All Respondents

Weight...: Rim Weight RW1

Cells.....: Counts, Break %, Respondents

	Total	Region					Gender		Social grade					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & South East Wales	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Base														
Unweighted	1000	200	165	160	180	293	366	628	268	341	142	249	609	391
Weighted	1000	222	168	168	173	267	480	514	208	286	209	297	494	506
Every day	19 2%	5 2%	- -	5 3%	3 2%	5 2%	12 3%	6 1%	4 2%	5 2%	4 2%	6 2%	9 2%	10 2%
Every week	550 55%	120 54%	87 52%	98 59%	102 59%	143 54%	263 55%	283 55%	112 54%	156 54%	139 67%	144 48%	267 54%	283 56%
Every few weeks	239 24%	52 23%	40 24%	39 23%	44 26%	63 24%	119 25%	118 23%	50 24%	74 26%	38 18%	78 26%	124 25%	115 23%
About one a month	75 8%	19 9%	13 8%	14 8%	10 6%	19 7%	40 8%	35 7%	20 9%	21 7%	13 6%	22 7%	41 8%	34 7%
Every few months	31 3%	8 3%	9 5%	6 4%	2 1%	6 2%	9 2%	23 4%	7 3%	8 3%	3 1%	13 4%	15 3%	16 3%
Less often	24 2%	11 5%	6 4%	- -	3 1%	4 1%	14 3%	10 2%	4 2%	2 1%	1 0%	17 6%	6 1%	18 4%
Never	62 6%	8 3%	12 7%	6 3%	8 5%	26 10%	22 5%	39 8%	12 6%	21 7%	11 5%	18 6%	33 7%	29 6%

Analysis...: QFR9 How often do you personally buy?....Poultry meat (that is chicken, turkey, duck, goose, etc)

Break..... : c8:c9:c10:c5

Filter.....: All Respondents

Weight... : Rim Weight RW1

Cells.....: Counts, Break %, Respondents

	Total	Age 1						Age 2			Gender-Age				Welsh Speaker	
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Yes	No
Base																
Unweighted	1000	115	188	199	157	152	186	303	356	338	151	214	346	280	380	620
Weighted	1000	107	175	155	141	192	227	282	297	419	206	273	226	286	360	640
Every day	19 2%	7 7%	4 2%	6 4%	- -	- -	1 0%	12 4%	6 2%	1 0%	12 6%	- -	5 2%	1 0%	12 3%	7 1%
Every week	550 55%	51 47%	99 57%	90 58%	88 62%	110 57%	111 49%	150 53%	178 60%	221 53%	110 54%	153 56%	127 56%	156 54%	203 56%	347 54%
Every few weeks	239 24%	18 17%	35 20%	33 21%	28 20%	53 28%	71 31%	53 19%	61 21%	124 30%	34 17%	85 31%	49 22%	68 24%	74 21%	165 26%
About one a month	75 8%	12 11%	11 6%	13 8%	12 8%	14 7%	14 6%	23 8%	24 8%	28 7%	19 9%	22 8%	17 7%	18 6%	31 9%	44 7%
Every few months	31 3%	5 4%	4 2%	3 2%	3 2%	8 4%	8 3%	9 3%	6 2%	16 4%	4 2%	4 2%	8 3%	15 5%	8 2%	23 4%
Less often	24 2%	4 4%	7 4%	1 0%	6 4%	- -	5 2%	11 4%	7 2%	5 1%	9 5%	4 1%	2 1%	8 3%	8 2%	16 3%
Never	62 6%	10 9%	15 8%	10 6%	4 2%	6 3%	17 7%	25 9%	14 5%	23 6%	16 8%	6 2%	19 8%	21 7%	24 7%	38 6%

Analysis...: QFR9 How often do you personally buy?....Poultry meat (that is chicken, turkey, duck, goose, etc)

Break.....: c40:c41

Filter.....: All Respondents

Weight...: Rim Weight RW1

Cells.....: Counts, Break %, Respondents

	Total	Egg purchasing				Poultry meat purchasing			
		Ever buy eggs	Ever buy free range eggs (total)	Always buy free-range eggs	Often / sometimes buy free-range eggs	Ever buy poultry meat	Ever buy free range poultry meat (total)	Always buy free-range poultry meat	Often / sometimes buy free-range poultry meat
Base									
Unweighted	971	953	910	548	362	936	858	290	568
Weighted	972	955	909	522	387	938	861	270	591
Every day	19 2%	19 2%	19 2%	5 1%	13 3%	19 2%	16 2%	3 1%	12 2%
Every week	550 57%	545 57%	515 57%	314 60%	201 52%	550 59%	511 59%	158 59%	352 60%
Every few weeks	239 25%	236 25%	232 26%	126 24%	106 27%	239 26%	224 26%	72 27%	152 26%
About one a month	75 8%	70 7%	63 7%	31 6%	32 8%	75 8%	65 8%	17 6%	48 8%
Every few months	31 3%	28 3%	25 3%	11 2%	14 4%	31 3%	25 3%	13 5%	12 2%
Less often	24 2%	24 2%	24 3%	8 2%	16 4%	24 3%	21 2%	7 2%	14 2%
Never	34 3%	34 4%	32 4%	28 5%	5 1%	- -	- -	- -	- -

Analysis.: QFR10a When you are buying eggs, how frequently do you choose free-range eggs?

Break..... : c1:c2:c3

Filter..... : All Respondents

Weight... : Rim Weight RW1

Cells..... : Counts, Break %, Respondents

Text..... : This table only includes those who buy eggs

	Total	Region					Gender		Social grade					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & South East Wales	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Base														
Unweighted	953	196	156	154	172	274	351	596	255	330	139	229	585	368
Weighted	955	217	160	161	167	248	461	488	199	276	205	275	475	480
Always/ whenever I can	522 55%	109 50%	101 63%	77 48%	86 52%	148 60%	224 49%	295 60%	121 61%	165 60%	102 50%	135 49%	286 60%	236 49%
Often	185 19%	37 17%	30 18%	43 27%	30 18%	44 18%	103 22%	80 16%	39 20%	54 20%	45 22%	47 17%	93 20%	92 19%
Sometimes	202 21%	53 24%	26 16%	35 22%	43 26%	45 18%	111 24%	91 19%	30 15%	47 17%	50 24%	75 27%	77 16%	124 26%
Never	46 5%	19 9%	3 2%	5 3%	8 5%	11 4%	23 5%	22 5%	8 4%	10 4%	9 4%	18 7%	18 4%	27 6%

Analysis.: QFR10a When you are buying eggs, how frequently do you choose free-range eggs?

Break..... : c8:c9:c10:c5

Filter..... : All Respondents

Weight... : Rim Weight RW1

Cells..... : Counts, Break %, Respondents

Text..... : This table only includes those who buy eggs

	Total	Age 1						Age 2			Gender-Age				Welsh Speaker	
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Yes	No
Base																
Unweighted	953	107	176	190	152	148	177	283	342	325	143	207	325	269	364	589
Weighted	955	99	165	148	136	188	216	264	285	404	195	265	211	275	347	607
Always/ whenever I can	522 55%	55	80	80	74	104	127	135	153	231	84	139	127	166	194	328
		55%	49%	54%	54%	56%	59%	51%	54%	57%	43%	53%	60%	60%	56%	54%
Often	185 19%	22	39	39	24	30	32	61	63	62	53	49	43	37	67	118
		22%	24%	26%	17%	16%	15%	23%	22%	15%	27%	19%	21%	13%	19%	19%
Sometimes	202 21%	21	39	23	34	41	44	60	57	85	50	61	33	58	72	129
		21%	24%	16%	25%	22%	20%	23%	20%	21%	26%	23%	16%	21%	21%	21%
Never	46 5%	2	7	7	5	13	13	8	12	25	8	15	8	14	14	32
		2%	4%	5%	4%	7%	6%	3%	4%	6%	4%	6%	4%	5%	4%	5%

Analysis.: QFR10a When you are buying eggs, how frequently do you choose free-range eggs?

Break..... : c40:c41

Filter..... : All Respondents

Weight... : Rim Weight RW1

Cells..... : Counts, Break %, Respondents

Text..... : This table only includes those who buy eggs

	Total	Egg purchasing				Poultry meat purchasing			
		Ever buy eggs	Ever buy free range eggs (total)	Always buy free-range eggs	Often / sometimes buy free-range eggs	Ever buy poultry meat	Ever buy free range poultry meat (total)	Always buy free-range poultry meat	Often / sometimes buy free-range poultry meat
Base									
Unweighted	953	953	910	548	362	918	843	285	558
Weighted	955	955	909	522	387	921	847	265	582
Always/ whenever I can	522 55%	522 55%	522 57%	522 100%	- -	494 54%	482 57%	255 96%	227 39%
Often	185 19%	185 19%	185 20%	- -	185 48%	183 20%	175 21%	7 2%	169 29%
Sometimes	202 21%	202 21%	202 22%	- -	202 52%	199 22%	180 21%	4 1%	176 30%
Never	46 5%	46 5%	- -	- -	- -	45 5%	10 1%	- -	10 2%

Analysis...: QFR10b When you are buying poultry meat, how frequently do you choose free-range poultry?

Break.....: c1:c2:c3

Filter.....: All Respondents

Weight...: Rim Weight RW1

Cells.....: Counts, Break %, Respondents

Text.....: This table only includes those who buy poultry meat

	Total	Region					Gender		Social grade					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & South East Wales	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Base														
Unweighted	936	191	152	155	173	264	349	581	250	316	137	233	566	370
Weighted	938	214	155	162	165	241	458	474	196	265	198	279	461	477
Always/ whenever I can	270 29%	50 23%	57 37%	33 21%	49 30%	81 34%	120 26%	147 31%	74 38%	78 29%	52 26%	67 24%	151 33%	119 25%
Often	234 25%	54 25%	34 22%	51 32%	44 26%	50 21%	123 27%	110 23%	56 29%	75 28%	49 25%	54 19%	131 28%	103 22%
Sometimes	357 38%	90 42%	56 36%	60 37%	60 37%	90 37%	184 40%	171 36%	52 26%	92 35%	86 43%	127 45%	144 31%	213 45%
Never	77 8%	20 9%	8 5%	17 11%	12 7%	20 8%	30 7%	46 10%	14 7%	20 8%	12 6%	31 11%	35 8%	43 9%

Analysis.: QFR10b When you are buying poultry meat, how frequently do you choose free-range poultry?

Break..... : c8:c9:c10:c5

Filter..... : All Respondents

Weight... : Rim Weight RW1

Cells..... : Counts, Break %, Respondents

Text..... : This table only includes those who buy poultry meat

	Total	Age 1						Age 2			Gender-Age				Welsh Speaker	
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Yes	No
Base																
Unweighted	936	105	174	185	152	146	171	279	337	317	140	208	319	260	355	581
Weighted	938	97	160	145	138	186	210	257	283	396	190	267	207	266	336	602
Always/ whenever I can	270 29%	37 38%	48 30%	46 32%	46 33%	40 22%	52 25%	85 33%	92 33%	92 23%	52 28%	68 25%	76 37%	71 27%	110 33%	160 27%
Often	234 25%	28 29%	50 31%	39 27%	35 26%	42 23%	39 18%	78 30%	75 26%	81 20%	60 32%	63 24%	56 27%	53 20%	81 24%	154 26%
Sometimes	357 38%	25 26%	55 34%	49 33%	47 34%	77 42%	102 49%	80 31%	96 34%	179 45%	66 35%	118 44%	62 30%	109 41%	121 36%	235 39%
Never	77 8%	7 7%	7 4%	11 8%	9 6%	26 14%	17 8%	14 5%	20 7%	43 11%	11 6%	19 7%	14 7%	32 12%	25 7%	53 9%

Analysis...: QFR10b When you are buying poultry meat, how frequently do you choose free-range poultry?

Break..... : c40:c41

Filter.....: All Respondents

Weight... : Rim Weight RW1

Cells.....: Counts, Break %, Respondents

Text.....: This table only includes those who buy poultry meat

	Total	Egg purchasing				Poultry meat purchasing			
		Ever buy eggs	Ever buy free range eggs (total)	Always buy free-range eggs	Often / sometimes buy free-range eggs	Ever buy poultry meat	Ever buy free range poultry meat (total)	Always buy free-range poultry meat	Often / sometimes buy free-range poultry meat
Base									
Unweighted	936	918	876	520	356	936	858	290	568
Weighted	938	921	877	494	382	938	861	270	591
Always/ whenever I can	270 29%	265 29%	265 30%	255 52%	10 3%	270 29%	270 31%	270 100%	- -
Often	234 25%	228 25%	228 26%	117 24%	110 29%	234 25%	234 27%	- -	234 40%
Sometimes	357 38%	354 38%	344 39%	110 22%	234 61%	357 38%	357 41%	- -	357 60%
Never	77 8%	74 8%	40 5%	13 3%	27 7%	77 8%	- -	- -	- -

Analysis.: QFR11a Where do you usually buy your free-range eggs from?

Break..... : c1:c2:c3

Filter..... : All Respondents

Weight... : Rim Weight RW1

Options.. : Analysis Ordered

Cells..... : Counts, Break %, Respondents

Text..... : This table only includes those who buy free range eggs

	Total	Region					Gender		Social grade					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & South East Wales	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Base														
Unweighted	910	183	153	148	164	261	332	573	245	317	135	213	562	348
Weighted	909	199	157	156	160	237	438	465	190	266	196	256	456	453
Supermarket	713 78%	151 76%	111 71%	125 80%	131 82%	194 82%	345 79%	365 78%	144 75%	223 84%	152 77%	194 76%	367 80%	346 76%
Farm shop/ farmers' market	77 9%	20 10%	16 10%	17 11%	11 7%	14 6%	33 7%	44 9%	25 13%	17 6%	16 8%	20 8%	41 9%	36 8%
Local Market	34 4%	6 3%	8 5%	4 3%	4 3%	11 5%	15 4%	19 4%	8 4%	3 1%	10 5%	13 5%	12 3%	22 5%
Local Convenience Store	33 4%	12 6%	8 5%	5 3%	2 1%	6 3%	16 4%	17 4%	4 2%	10 4%	5 2%	15 6%	14 3%	20 4%
Butcher	29 3%	4 2%	8 5%	2 1%	8 5%	6 3%	18 4%	11 2%	7 4%	6 2%	9 4%	7 3%	13 3%	15 3%
Grocer	11 1%	1 1%	2 1%	2 1%	2 1%	4 2%	4 1%	5 1%	1 1%	3 1%	2 1%	4 2%	4 1%	7 1%
Online Retailers (e.g. Ocado, Abel & Cole)	5 1%	2 1%	2 1%	- -	0 0%	1 0%	4 1%	1 0%	1 1%	4 1%	- -	1 0%	5 1%	1 0%
Other	3 0%	1 1%	- -	2 1%	- -	1 0%	2 0%	1 0%	1 0%	- -	- -	3 1%	1 0%	3 1%
Neighbour	3 0%	1 1%	1 1%	- -	- -	- -	- -	3 1%	- -	- -	3 1%	- -	- -	3 1%

Analysis..: QFR11a Where do you usually buy your free-range eggs from?

Break..... : c8:c9:c10:c5

Filter.....: All Respondents

Weight... : Rim Weight RW1

Options.. : Analysis Ordered

Cells.....: Counts, Break %, Respondents

Text.....: This table only includes those who buy free range eggs

	Total	Age 1						Age 2			Gender-Age				Welsh Speaker	
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Yes	No
Base																
Unweighted	910	104	173	183	145	138	164	277	328	302	140	191	315	256	354	556
Weighted	909	97	159	142	131	175	203	256	273	378	188	249	204	260	334	575
Supermarket	713 78%	77 79%	116 73%	111 78%	104 79%	145 83%	158 78%	193 76%	215 79%	304 80%	142 76%	202 81%	158 78%	206 79%	244 73%	470 82%
Farm shop/ farmers' market	77 9%	3 3%	11 7%	16 12%	13 10%	11 6%	23 11%	14 5%	29 11%	34 9%	13 7%	20 8%	16 8%	27 11%	35 11%	42 7%
Local Market	34 4%	4 4%	7 4%	7 5%	4 3%	6 3%	6 3%	11 4%	11 4%	12 3%	8 4%	8 3%	10 5%	9 3%	19 6%	16 3%
Local Convenience Store	33 4%	3 3%	12 8%	4 3%	5 4%	4 2%	6 3%	15 6%	9 3%	10 3%	8 4%	8 3%	11 5%	7 3%	10 3%	23 4%
Butcher	29 3%	5 6%	8 5%	3 2%	1 1%	7 4%	4 2%	13 5%	4 1%	11 3%	13 7%	5 2%	3 1%	7 3%	15 4%	14 2%
Grocer	11 1%	5 5%	3 2%	1 0%	2 1%	- -	- -	8 3%	3 1%	- -	3 2%	1 0%	4 2%	1 0%	7 2%	4 1%
Online Retailers (e.g. Ocado, Abel & Cole)	5 1%	- -	1 1%	- -	1 1%	- -	3 2%	1 0%	1 0%	3 1%	- -	4 2%	1 1%	- -	3 1%	2 0%
Other	3 0%	- -	- -	- -	- -	1 0%	3 1%	- -	- -	3 1%	- -	2 1%	- -	1 1%	- -	3 1%
Neighbour	3 0%	- -	- -	- -	1 1%	1 1%	- -	- -	1 0%	1 0%	- -	- -	- -	3 1%	1 0%	1 0%

Analysis..: QFR11a Where do you usually buy your free-range eggs from?

Break..... : c40:c41

Filter.....: All Respondents

Weight... : Rim Weight RW1

Options.. : Analysis Ordered

Cells.....: Counts, Break %, Respondents

Text.....: This table only includes those who buy free range eggs

	Total	Egg purchasing				Poultry meat purchasing			
		Ever buy eggs	Ever buy free range eggs (total)	Always buy free-range eggs	Often / sometimes buy free-range eggs	Ever buy poultry meat	Ever buy free range poultry meat (total)	Always buy free-range poultry meat	Often / sometimes buy free-range poultry meat
Base									
Unweighted	910	910	910	548	362	876	833	285	548
Weighted	909	909	909	522	387	877	837	265	572
Supermarket	713 78%	713 78%	713 78%	397 76%	317 82%	685 78%	648 77%	178 67%	470 82%
Farm shop/ farmers' market	77 9%	77 9%	77 9%	52 10%	26 7%	76 9%	76 9%	32 12%	44 8%
Local Market	34 4%	34 4%	34 4%	23 4%	11 3%	34 4%	34 4%	18 7%	16 3%
Local Convenience Store	33 4%	33 4%	33 4%	13 3%	20 5%	32 4%	31 4%	8 3%	23 4%
Butcher	29 3%	29 3%	29 3%	24 5%	5 1%	29 3%	29 3%	22 8%	6 1%
Grocer	11 1%	11 1%	11 1%	4 1%	6 2%	11 1%	8 1%	4 2%	4 1%
Online Retailers (e.g. Ocado, Abel & Cole)	5 1%	5 1%	5 1%	4 1%	2 0%	5 1%	5 1%	2 1%	3 0%
Other	3 0%	3 0%	3 0%	3 1%	1 0%	3 0%	3 0%	- -	3 1%
Neighbour	3 0%	3 0%	3 0%	3 1%	- -	3 0%	3 0%	1 1%	1 0%

Analysis.: QFR11b Where do you usually buy your free-range poultry meat from?

Break..... : c1:c2:c3

Filter..... : All Respondents

Weight... : Rim Weight RW1

Options.. : Analysis Ordered

Cells..... : Counts, Break %, Respondents

Text..... : This table only includes those who buy free range poultry meat

	Total	Region					Gender		Social grade					
		North Wales	Mid/West Wales	West South Wales	The Valleys	Cardiff & South East Wales	Male	Female	AB	C1	C2	DE	ABC1	C2DE
Base														
Unweighted	858	176	144	139	159	239	325	528	230	291	131	206	521	337
Weighted	861	194	148	145	153	221	427	428	181	245	186	249	426	435
Supermarket	668 78%	159 82%	103 70%	111 76%	121 79%	172 78%	325 76%	340 79%	137 75%	201 82%	146 78%	184 74%	338 79%	330 76%
Butcher	102 12%	12 6%	26 18%	16 11%	22 14%	25 12%	51 12%	50 12%	22 12%	23 10%	29 16%	28 11%	45 11%	57 13%
Farm shop/ farmers' market	32 4%	5 2%	8 6%	5 3%	5 3%	9 4%	16 4%	16 4%	12 7%	6 3%	1 0%	12 5%	19 4%	13 3%
Local Market	20 2%	9 5%	3 2%	1 1%	1 1%	6 3%	11 3%	9 2%	4 2%	4 2%	7 4%	6 2%	8 2%	13 3%
Local Convenience Store	17 2%	6 3%	- -	7 5%	1 1%	2 1%	10 2%	7 2%	2 1%	4 2%	3 1%	8 3%	6 1%	11 2%
Grocer	15 2%	1 1%	3 2%	2 2%	2 1%	6 3%	10 2%	4 1%	3 2%	3 1%	1 0%	8 3%	7 2%	9 2%
Online Retailers (e.g. Ocado, Abel & Cole)	6 1%	2 1%	3 2%	- -	0 0%	- -	4 1%	2 0%	2 1%	3 1%	- -	1 0%	5 1%	1 0%
Other	2 0%	- -	- -	2 1%	- -	- -	2 0%	- -	- -	- -	- -	2 1%	- -	2 0%

Analysis.: QFR11b Where do you usually buy your free-range poultry meat from?

Break..... : c8:c9:c10:c5

Filter..... : All Respondents

Weight... : Rim Weight RW1

Options.. : Analysis Ordered

Cells..... : Counts, Break %, Respondents

Text..... : This table only includes those who buy free range poultry meat

	Total	Age 1						Age 2			Gender-Age				Welsh Speaker	
		16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	Male 16-44	Male 45+	Female 16-44	Female 45+	Yes	No
Base																
Unweighted	858	97	170	170	140	124	154	267	310	278	134	190	298	228	333	525
Weighted	861	90	153	134	129	160	193	243	263	353	178	248	193	233	312	549
Supermarket	668 78%	69 76%	113 73%	97 72%	96 75%	132 82%	162 84%	181 75%	193 73%	294 83%	129 72%	196 79%	146 76%	194 83%	214 69%	454 83%
Butcher	102 12%	9 10%	20 13%	13 10%	18 14%	22 14%	18 9%	29 12%	31 12%	40 11%	19 11%	31 13%	22 11%	27 11%	48 16%	54 10%
Farm shop/ farmers' market	32 4%	6 6%	6 4%	8 6%	6 4%	3 2%	3 2%	12 5%	13 5%	7 2%	8 4%	8 3%	12 6%	4 2%	22 7%	10 2%
Local Market	20 2%	1 1%	3 2%	4 3%	6 4%	3 2%	4 2%	4 2%	10 4%	7 2%	3 2%	7 3%	5 2%	5 2%	10 3%	10 2%
Local Convenience Store	17 2%	2 2%	6 4%	6 5%	2 1%	- -	1 0%	8 3%	8 3%	1 0%	9 5%	1 0%	5 3%	2 1%	7 2%	10 2%
Grocer	15 2%	4 5%	5 3%	5 4%	1 1%	- -	- -	9 4%	6 2%	- -	10 5%	- -	4 2%	1 0%	9 3%	7 1%
Online Retailers (e.g. Ocado, Abel & Cole)	6 1%	- -	0 0%	1 1%	1 1%	- -	4 2%	0 0%	2 1%	4 1%	1 0%	3 1%	0 0%	1 1%	3 1%	3 1%
Other	2 0%	- -	- -	- -	- -	- -	2 1%	- -	- -	2 0%	- -	2 1%	- -	- -	- -	2 0%

Analysis.: QFR11b Where do you usually buy your free-range poultry meat from?

Break..... : c40:c41

Filter..... : All Respondents

Weight... : Rim Weight RW1

Options.. : Analysis Ordered

Cells..... : Counts, Break %, Respondents

Text..... : This table only includes those who buy free range poultry meat

	Total	Egg purchasing				Poultry meat purchasing			
		Ever buy eggs	Ever buy free range eggs (total)	Always buy free-range eggs	Often / sometimes buy free-range eggs	Ever buy poultry meat	Ever buy free range poultry meat (total)	Always buy free-range poultry meat	Often / sometimes buy free-range poultry meat
Base									
Unweighted	858	843	833	505	328	858	858	290	568
Weighted	861	847	837	482	355	861	861	270	591
Supermarket	668 78%	656 77%	646 77%	361 75%	285 80%	668 78%	668 78%	180 67%	487 83%
Butcher	102 12%	102 12%	101 12%	82 17%	19 5%	102 12%	102 12%	60 22%	42 7%
Farm shop/ farmers' market	32 4%	32 4%	32 4%	14 3%	18 5%	32 4%	32 4%	11 4%	20 3%
Local Market	20 2%	20 2%	20 2%	10 2%	10 3%	20 2%	20 2%	8 3%	13 2%
Local Convenience Store	17 2%	16 2%	16 2%	4 1%	12 3%	17 2%	17 2%	1 0%	15 3%
Grocer	15 2%	14 2%	14 2%	5 1%	9 3%	15 2%	15 2%	6 2%	9 2%
Online Retailers (e.g. Ocado, Abel & Cole)	6 1%	6 1%	6 1%	5 1%	1 0%	6 1%	6 1%	4 1%	2 0%
Other	2 0%	2 0%	2 0%	2 0%	- -	2 0%	2 0%	- -	2 0%

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