

YouGov / Pier Marketing

Locally Sourced Produce

Fieldwork: 21th - 22th April 2015

Sample Size: 2064 GB Adults

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Approximately how often, if at all, do you shop to buy any food or drink for your household in person? (Please select the option that best applies. If you are not responsible for food and drink shopping or you shop only online, please select the relevant 'Not applicable' option)

	Unweighted base	2064	988	1076	244	248	377	440	755	1161	903
Base: All GB adults	2064	991	1073	248	321	382	391	722	1135	929	
Everyday	4%	4%	4%	3%	2%	5%	5%	5%	4%	5%	
Several times a week	46%	40%	51%	35%	48%	49%	46%	47%	47%	44%	
Once a week	33%	33%	33%	20%	33%	34%	34%	36%	33%	33%	
Once every two to three weeks	7%	8%	5%	15%	8%	5%	8%	4%	6%	7%	
Once a month	2%	3%	2%	4%	2%	2%	2%	2%	3%	2%	
Less often than once a month	1%	2%	1%	3%	1%	2%	1%	1%	1%	2%	
Don't know	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	
Not applicable – I am not responsible for buying the food and drink in my household	5%	8%	2%	16%	4%	2%	3%	4%	4%	6%	
Not applicable - I do all my food and drink shopping online	1%	2%	1%	3%	2%	2%	1%	1%	1%	1%	

For the following questions, by “locally sourced produce” we mean food that is produced/ grown in your county or region (e.g. fruit, vegetables, meat, dairy, bakery, jams etc.).

Approximately when, if at all, was the last time you bought locally sourced produce for your household? (Please select the option that BEST applies.)

	Unweighted base	2064	988	1076	244	248	377	440	755	1161	903
Base: All GB adults	2064	991	1073	248	321	382	391	722	1135	929	
In the last week	30%	28%	31%	16%	28%	27%	27%	38%	30%	29%	
In the last two weeks	13%	13%	12%	14%	11%	15%	13%	12%	16%	9%	
In the last month	12%	11%	13%	15%	13%	13%	11%	10%	12%	11%	
In the last six months	6%	5%	8%	4%	8%	8%	5%	7%	6%	6%	
In the last year	2%	2%	2%	1%	2%	1%	4%	1%	2%	2%	
More than a year ago	2%	2%	1%	3%	4%	1%	2%	0%	2%	1%	
Never	3%	3%	2%	3%	3%	4%	0%	3%	2%	3%	
Don't know/ can't recall	33%	36%	31%	44%	32%	32%	38%	29%	30%	38%	

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Region								Government Region											
North	Midlands	East	London	South	England	Wales	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England	Wales	Scotland

Approximately how often, if at all, do you shop to buy any food or drink for your household in person? (Please select the option that best applies. If you are not responsible for food and drink shopping or you shop only online, please select the relevant 'Not applicable' option)

Unweighted base	517	309	205	251	477	1759	105	200	109	210	198	152	157	205	251	284	193	1759	105	200
Base: All GB adults	508	338	198	264	473	1781	103	180	113	209	186	164	175	198	264	282	191	1781	103	180
Everyday	5%	3%	6%	5%	2%	4%	4%	7%	8%	4%	5%	3%	4%	6%	5%	2%	2%	4%	4%	7%
Several times a week	51%	44%	45%	44%	41%	45%	51%	46%	57%	52%	48%	41%	47%	45%	44%	44%	37%	45%	51%	46%
Once a week	31%	31%	33%	30%	38%	33%	34%	31%	25%	31%	35%	34%	28%	33%	30%	36%	41%	33%	34%	31%
Once every two to three weeks	5%	8%	4%	10%	8%	7%	6%	6%	4%	7%	4%	7%	9%	4%	10%	10%	4%	7%	6%	6%
Once a month	2%	4%	3%	3%	2%	2%	1%	1%	3%	1%	2%	2%	5%	3%	3%	2%	2%	2%	1%	1%
Less often than once a month	1%	2%	2%	2%	1%	1%	2%	1%	0%	1%	1%	2%	1%	2%	2%	1%	2%	1%	2%	1%
Don't know	0%	0%	0%	0%	0%	0%	-	1%	1%	-	0%	0%	0%	0%	0%	-	1%	0%	-	1%
Not applicable – I am not responsible for buying the food and drink in my household	3%	6%	6%	5%	6%	5%	2%	5%	1%	3%	5%	6%	6%	6%	5%	4%	8%	5%	2%	5%
Not applicable - I do all my food and drink shopping online	1%	3%	1%	1%	2%	1%	-	2%	-	1%	-	5%	0%	1%	1%	1%	3%	1%	-	2%

For the following questions, by “locally sourced produce” we mean food that is produced/ grown in your county or region (e.g. fruit, vegetables, meat, dairy, bakery, jams etc.).

Approximately when, if at all, was the last time you bought locally sourced produce for your household? (Please select the option that BEST applies.)

Unweighted base	517	309	205	251	477	1759	105	200	109	210	198	152	157	205	251	284	193	1759	105	200
Base: All GB adults	508	338	198	264	473	1781	103	180	113	209	186	164	175	198	264	282	191	1781	103	180
In the last week	31%	29%	28%	20%	25%	27%	46%	44%	33%	30%	33%	33%	26%	28%	20%	19%	33%	27%	46%	44%
In the last two weeks	12%	10%	12%	10%	17%	13%	12%	13%	13%	11%	13%	12%	9%	12%	10%	18%	16%	13%	12%	13%
In the last month	13%	8%	9%	14%	12%	12%	11%	13%	11%	16%	11%	7%	9%	9%	14%	14%	10%	12%	11%	13%
In the last six months	6%	8%	7%	6%	8%	7%	1%	4%	3%	5%	9%	10%	6%	7%	6%	9%	6%	7%	1%	4%
In the last year	2%	3%	2%	0%	2%	2%	-	0%	3%	1%	3%	5%	2%	2%	0%	2%	1%	2%	-	0%
More than a year ago	0%	0%	4%	1%	2%	1%	6%	2%	-	0%	1%	0%	0%	4%	1%	3%	1%	1%	6%	2%
Never	1%	5%	3%	4%	2%	3%	2%	1%	1%	0%	1%	8%	2%	3%	4%	2%	3%	3%	2%	1%
Don't know/ can't recall	34%	36%	34%	44%	32%	35%	21%	23%	35%	38%	29%	25%	45%	34%	44%	33%	30%	35%	21%	23%

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Sample Size: 2064 GB Adults

Working status							Marital Status					
Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	

Approximately how often, if at all, do you shop to buy any food or drink for your household in person? (Please select the option that best applies. If you are not responsible for food and drink shopping or you shop only online, please select the relevant 'Not applicable' option)

Unweighted base	925	297	1222	152	480	53	157	1051	279	165	53	516
Base: All GB adults	917	313	1229	140	454	81	159	1031	299	147	55	532
Everyday	3%	6%	4%	5%	4%	6%	6%	4%	3%	11%	1%	4%
Several times a week	44%	49%	45%	36%	51%	48%	45%	45%	53%	50%	57%	42%
Once a week	37%	32%	36%	19%	32%	20%	34%	37%	31%	32%	36%	27%
Once every two to three weeks	9%	8%	9%	11%	2%	4%	3%	6%	8%	3%	5%	8%
Once a month	2%	1%	2%	3%	2%	8%	3%	2%	1%	2%	-	4%
Less often than once a month	2%	1%	1%	3%	2%	-	0%	1%	1%	1%	-	2%
Don't know	0%	-	0%	1%	-	1%	1%	0%	-	-	-	1%
Not applicable – I am not responsible for buying the food and drink in my household	3%	3%	3%	17%	5%	9%	6%	5%	2%	0%	-	9%
Not applicable - I do all my food and drink shopping online	1%	0%	1%	4%	1%	5%	1%	0%	1%	1%	2%	3%

For the following questions, by “locally sourced produce” we mean food that is produced/ grown in your county or region (e.g. fruit, vegetables, meat, dairy, bakery, jams etc.).

Approximately when, if at all, was the last time you bought locally sourced produce for your household? (Please select the option that BEST applies.)

Unweighted base	925	297	1222	152	480	53	157	1051	279	165	53	516
Base: All GB adults	917	313	1229	140	454	81	159	1031	299	147	55	532
In the last week	26%	32%	28%	19%	40%	33%	24%	32%	28%	35%	46%	22%
In the last two weeks	14%	12%	13%	14%	12%	9%	10%	13%	12%	14%	9%	13%
In the last month	12%	12%	12%	19%	11%	5%	8%	12%	12%	8%	8%	12%
In the last six months	6%	9%	7%	4%	5%	4%	10%	6%	8%	8%	13%	5%
In the last year	2%	2%	2%	0%	2%	-	4%	2%	1%	1%	-	1%
More than a year ago	3%	0%	2%	5%	0%	-	1%	1%	3%	0%	1%	2%
Never	3%	1%	2%	2%	3%	5%	3%	2%	2%	1%	6%	3%
Don't know/ can't recall	35%	32%	34%	38%	27%	44%	39%	30%	34%	33%	17%	41%

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Sample Size: 2064 GB Adults

Children in Household						Social Media (monthly or more)				County		
0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter	Norfolk	Suffolk	Essex

Approximately how often, if at all, do you shop to buy any food or drink for your household in person? (Please select the option that best applies. If you are not responsible for food and drink shopping or you shop only online, please select the relevant 'Not applicable' option)

Unweighted base	1467	260	223	82	565	32	1451	381	225	609	38	27	59
Base: All GB adults	1431	257	243	103	602	30	1479	349	221	602	38	20	62
Everyday	4%	4%	4%	4%	4%	-	4%	4%	4%	4%	-	9%	4%
Several times a week	45%	46%	42%	60%	47%	45%	47%	44%	50%	44%	43%	52%	43%
Once a week	34%	34%	31%	20%	30%	18%	33%	33%	30%	30%	37%	21%	38%
Once every two to three weeks	6%	7%	11%	10%	9%	6%	7%	8%	7%	9%	-	7%	6%
Once a month	2%	1%	1%	2%	1%	14%	2%	5%	2%	3%	4%	-	2%
Less often than once a month	2%	1%	2%	1%	1%	-	1%	2%	1%	1%	7%	-	1%
Don't know	0%	1%	-	0%	0%	7%	0%	1%	-	0%	-	-	-
Not applicable – I am not responsible for buying the food and drink in my household	4%	5%	8%	2%	6%	8%	5%	3%	3%	7%	5%	6%	5%
Not applicable - I do all my food and drink shopping online	1%	1%	1%	-	1%	2%	1%	0%	2%	1%	3%	4%	1%

For the following questions, by “locally sourced produce” we mean food that is produced/ grown in your county or region (e.g. fruit, vegetables, meat, dairy, bakery, jams etc.).

Approximately when, if at all, was the last time you bought locally sourced produce for your household? (Please select the option that BEST applies.)

Unweighted base	1467	260	223	82	565	32	1451	381	225	609	38	27	59
Base: All GB adults	1431	257	243	103	602	30	1479	349	221	602	38	20	62
In the last week	30%	23%	32%	34%	28%	36%	28%	29%	40%	24%	36%	42%	38%
In the last two weeks	13%	14%	12%	14%	13%	-	12%	19%	18%	14%	14%	20%	1%
In the last month	12%	11%	16%	5%	12%	8%	12%	18%	13%	14%	11%	8%	10%
In the last six months	6%	8%	7%	6%	7%	5%	6%	5%	4%	6%	12%	12%	6%
In the last year	1%	4%	2%	0%	2%	2%	2%	3%	3%	2%	-	3%	2%
More than a year ago	1%	5%	0%	5%	3%	7%	2%	2%	0%	2%	4%	-	4%
Never	3%	2%	2%	4%	2%	2%	3%	2%	2%	3%	1%	-	5%
Don't know/ can't recall	34%	34%	29%	32%	32%	40%	34%	23%	20%	35%	23%	16%	34%

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Overall, how important, if at all, do you think it is that people in Britain buy locally sourced produce?

Unweighted base	2064	988	1076	244	248	377	440	755	1161	903
Base: All GB adults	2064	991	1073	248	321	382	391	722	1135	929
Very important	27%	24%	30%	17%	18%	22%	26%	37%	29%	25%
Fairly important	53%	50%	55%	54%	57%	56%	56%	47%	53%	52%
Not very important	12%	16%	8%	14%	14%	14%	11%	10%	11%	13%
Not at all important	2%	3%	2%	4%	3%	2%	2%	2%	3%	2%
Don't know	6%	6%	6%	11%	8%	7%	5%	4%	4%	9%
Net: Important	79%	74%	84%	71%	75%	78%	82%	84%	82%	77%
Net: Not Important	14%	19%	10%	18%	17%	16%	13%	12%	14%	15%

How important, if at all, is it to you that you buy locally sourced produce?

Unweighted base	2064	988	1076	244	248	377	440	755	1161	903
Base: All GB adults	2064	991	1073	248	321	382	391	722	1135	929
Very important	20%	18%	22%	15%	12%	15%	20%	28%	21%	19%
Fairly important	46%	45%	47%	34%	46%	51%	50%	46%	48%	45%
Not very important	23%	25%	21%	33%	25%	23%	20%	20%	22%	24%
Not at all important	5%	7%	4%	8%	9%	5%	5%	4%	6%	5%
Don't know	5%	5%	6%	10%	8%	6%	5%	2%	3%	8%
Net: Important	66%	63%	69%	49%	58%	66%	70%	74%	69%	63%
Net: Not Important	28%	32%	25%	41%	34%	28%	26%	24%	28%	29%

**As a reminder, by "locally sourced produce" we mean food that is produced/ grown in your county or region (e.g. fruit, vegetables, meat, dairy, bakery, jams etc.).

Which TWO of the following would you be MOST likely to buy if a locally sourced alternative was available? (Please select up to TWO that apply, including any you already buy most often that are locally sourced)

Unweighted base	2064	988	1076	244	248	377	440	755	1161	903
Base: All GB adults	2064	991	1073	248	321	382	391	722	1135	929
Milk	22%	25%	20%	21%	25%	25%	24%	19%	21%	24%
Fruit	22%	20%	25%	26%	19%	26%	27%	19%	23%	22%
Vegetables	51%	47%	54%	33%	47%	43%	54%	61%	52%	49%
Meat	40%	43%	38%	36%	43%	44%	40%	40%	44%	37%
Eggs	30%	26%	34%	29%	24%	32%	25%	35%	33%	26%
Bread	12%	13%	10%	12%	12%	12%	12%	12%	12%	12%
None of these	2%	3%	2%	2%	2%	4%	2%	3%	2%	3%
Don't know	7%	7%	7%	14%	11%	5%	6%	4%	4%	11%

Region								Government Region											
North	Midlands	East	London	South	England	Wales	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England	Wales	Scotland

Overall, how important, if at all, do you think it is that people in Britain buy locally sourced produce?

Unweighted base	517	309	205	251	477	1759	105	200	109	210	198	152	157	205	251	284	193	1759	105	200
Base: All GB adults	508	338	198	264	473	1781	103	180	113	209	186	164	175	198	264	282	191	1781	103	180
Very important	25%	29%	28%	22%	26%	26%	24%	38%	20%	27%	25%	31%	28%	28%	22%	24%	29%	26%	24%	38%
Fairly important	57%	50%	54%	46%	53%	53%	49%	52%	61%	53%	60%	49%	52%	54%	46%	54%	52%	53%	49%	52%
Not very important	11%	11%	12%	18%	13%	12%	17%	6%	16%	12%	6%	10%	11%	12%	18%	12%	14%	12%	17%	6%
Not at all important	2%	1%	2%	4%	3%	3%	1%	2%	3%	1%	3%	2%	0%	2%	4%	6%	-	3%	1%	2%
Don't know	5%	8%	3%	10%	5%	6%	10%	3%	1%	6%	6%	8%	8%	3%	10%	4%	5%	6%	10%	3%
Net: Important	82%	80%	82%	68%	79%	79%	73%	90%	81%	81%	85%	79%	80%	82%	68%	78%	81%	79%	73%	90%
Net: Not Important	13%	12%	15%	21%	16%	15%	17%	7%	18%	13%	9%	13%	11%	15%	21%	18%	14%	15%	17%	7%

How important, if at all, is it to you that you buy locally sourced produce?

Unweighted base	517	309	205	251	477	1759	105	200	109	210	198	152	157	205	251	284	193	1759	105	200
Base: All GB adults	508	338	198	264	473	1781	103	180	113	209	186	164	175	198	264	282	191	1781	103	180
Very important	18%	21%	22%	16%	18%	19%	15%	33%	11%	22%	17%	26%	17%	22%	16%	16%	21%	19%	15%	33%
Fairly important	50%	46%	47%	39%	47%	46%	49%	44%	48%	47%	54%	40%	51%	47%	39%	48%	46%	46%	49%	44%
Not very important	24%	20%	22%	28%	22%	23%	35%	17%	31%	22%	21%	22%	17%	22%	28%	22%	21%	23%	35%	17%
Not at all important	4%	5%	7%	7%	8%	6%	1%	4%	3%	4%	4%	5%	6%	7%	7%	11%	4%	6%	1%	4%
Don't know	5%	8%	2%	10%	6%	6%	0%	2%	8%	4%	3%	7%	8%	2%	10%	4%	8%	6%	0%	2%
Net: Important	68%	67%	69%	56%	65%	65%	64%	77%	59%	70%	72%	66%	68%	69%	56%	64%	67%	65%	64%	77%
Net: Not Important	27%	25%	29%	35%	30%	29%	36%	21%	33%	26%	25%	27%	23%	29%	35%	33%	25%	29%	36%	21%

**As a reminder, by "locally sourced produce" we mean food that is produced/ grown in your county or region (e.g. fruit, vegetables, meat, dairy, bakery, jams etc.).

Which TWO of the following would you be MOST likely to buy if a locally sourced alternative was available? (Please select up to TWO that apply, including any you already buy most often that are locally sourced)

Unweighted base	517	309	205	251	477	1759	105	200	109	210	198	152	157	205	251	284	193	1759	105	200
Base: All GB adults	508	338	198	264	473	1781	103	180	113	209	186	164	175	198	264	282	191	1781	103	180
Milk	21%	25%	13%	22%	22%	21%	31%	25%	28%	16%	22%	28%	21%	13%	22%	22%	21%	21%	31%	25%
Fruit	19%	21%	26%	27%	24%	23%	12%	24%	16%	20%	21%	22%	19%	26%	27%	25%	23%	23%	12%	24%
Vegetables	51%	51%	67%	44%	53%	52%	34%	45%	47%	55%	50%	46%	56%	67%	44%	53%	51%	52%	34%	45%
Meat	42%	42%	36%	29%	37%	38%	50%	59%	43%	38%	45%	40%	43%	36%	29%	36%	39%	38%	50%	59%
Eggs	32%	28%	33%	18%	32%	29%	34%	32%	32%	32%	33%	28%	28%	33%	18%	31%	34%	29%	34%	32%
Bread	12%	12%	11%	13%	10%	12%	21%	8%	15%	14%	8%	12%	12%	11%	13%	10%	9%	12%	21%	8%
None of these	2%	3%	2%	4%	3%	3%	3%	1%	-	2%	2%	5%	1%	2%	4%	3%	3%	3%	3%	1%
Don't know	8%	7%	4%	16%	6%	8%	5%	1%	7%	8%	7%	4%	8%	4%	16%	5%	7%	8%	5%	1%

Working status							Marital Status					
Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	

Overall, how important, if at all, do you think it is that people in Britain buy locally sourced produce?

Unweighted base	925	297	1222	152	480	53	157	1051	279	165	53	516
Base: All GB adults	917	313	1229	140	454	81	159	1031	299	147	55	532
Very important	22%	27%	23%	20%	41%	23%	20%	27%	24%	37%	39%	24%
Fairly important	55%	57%	55%	51%	44%	64%	54%	54%	54%	51%	45%	50%
Not very important	14%	11%	13%	16%	10%	10%	11%	12%	13%	6%	5%	14%
Not at all important	3%	2%	3%	4%	2%	-	1%	2%	1%	2%	3%	3%
Don't know	7%	3%	6%	9%	4%	3%	13%	5%	7%	4%	9%	8%
Net: Important	77%	84%	79%	71%	85%	87%	74%	81%	79%	88%	84%	74%
Net: Not Important	16%	13%	16%	20%	11%	10%	12%	14%	14%	9%	7%	17%

How important, if at all, is it to you that you buy locally sourced produce?

Unweighted base	925	297	1222	152	480	53	157	1051	279	165	53	516
Base: All GB adults	917	313	1229	140	454	81	159	1031	299	147	55	532
Very important	15%	20%	16%	19%	31%	23%	16%	21%	17%	20%	27%	18%
Fairly important	48%	53%	49%	32%	46%	43%	41%	49%	47%	54%	49%	39%
Not very important	24%	21%	23%	35%	16%	28%	29%	22%	23%	20%	13%	27%
Not at all important	7%	4%	6%	8%	4%	3%	2%	4%	6%	4%	7%	8%
Don't know	6%	3%	5%	7%	3%	4%	13%	4%	8%	2%	4%	7%
Net: Important	63%	72%	66%	50%	77%	66%	56%	70%	64%	74%	76%	57%
Net: Not Important	31%	25%	29%	43%	20%	31%	31%	26%	29%	24%	20%	35%

**As a reminder, by "locally sourced produce" we mean food that is produced/ grown in your county or region (e.g. fruit, vegetables, meat, dairy, bakery, jams etc.).

Which TWO of the following would you be MOST likely to buy if a locally sourced alternative was available? (Please select up to TWO that apply, including any you already buy most often that are locally sourced)

Unweighted base	925	297	1222	152	480	53	157	1051	279	165	53	516
Base: All GB adults	917	313	1229	140	454	81	159	1031	299	147	55	532
Milk	21%	24%	22%	26%	19%	33%	23%	23%	17%	23%	15%	23%
Fruit	22%	22%	22%	29%	17%	28%	32%	21%	24%	28%	10%	25%
Vegetables	48%	52%	49%	37%	61%	44%	51%	53%	45%	59%	71%	46%
Meat	44%	38%	43%	34%	40%	27%	37%	43%	45%	34%	35%	35%
Eggs	28%	32%	29%	27%	36%	30%	21%	31%	32%	30%	43%	25%
Bread	12%	11%	11%	10%	13%	13%	12%	11%	10%	10%	10%	15%
None of these	3%	1%	3%	2%	2%	2%	1%	3%	2%	2%	2%	2%
Don't know	7%	7%	7%	13%	5%	10%	8%	4%	10%	6%	6%	11%

Children in Household					Social Media (monthly or more)					County		
0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter	Norfolk	Suffolk	Essex

Overall, how important, if at all, do you think it is that people in Britain buy locally sourced produce?

Unweighted base	1467	260	223	82	565	32	1451	381	225	609	38	27	59
Base: All GB adults	1431	257	243	103	602	30	1479	349	221	602	38	20	62
Very important	30%	21%	21%	20%	20%	18%	26%	25%	33%	25%	35%	24%	23%
Fairly important	51%	58%	55%	58%	57%	50%	54%	58%	51%	54%	57%	57%	64%
Not very important	12%	12%	14%	15%	13%	4%	11%	10%	12%	12%	5%	19%	9%
Not at all important	2%	2%	4%	2%	3%	6%	3%	3%	1%	4%	-	-	4%
Don't know	6%	7%	7%	5%	7%	23%	6%	4%	3%	6%	3%	-	-
Net: Important	81%	79%	75%	79%	77%	68%	80%	82%	84%	78%	92%	81%	87%
Net: Not Important	14%	14%	18%	17%	16%	10%	14%	14%	13%	16%	5%	19%	13%

How important, if at all, is it to you that you buy locally sourced produce?

Unweighted base	1467	260	223	82	565	32	1451	381	225	609	38	27	59
Base: All GB adults	1431	257	243	103	602	30	1479	349	221	602	38	20	62
Very important	22%	14%	19%	12%	16%	11%	18%	16%	22%	18%	42%	29%	13%
Fairly important	46%	49%	47%	46%	48%	50%	47%	53%	50%	47%	44%	42%	58%
Not very important	23%	25%	19%	23%	23%	10%	23%	21%	20%	22%	10%	30%	21%
Not at all important	5%	6%	7%	9%	7%	14%	6%	5%	5%	8%	1%	-	8%
Don't know	4%	6%	8%	10%	7%	15%	5%	5%	3%	5%	2%	-	1%
Net: Important	68%	63%	66%	58%	63%	61%	65%	69%	72%	65%	86%	70%	70%
Net: Not Important	28%	31%	26%	31%	29%	24%	29%	26%	25%	30%	11%	30%	29%

**As a reminder, by "locally sourced produce" we mean food that is produced/ grown in your county or region (e.g. fruit, vegetables, meat, dairy, bakery, jams etc.).

Which TWO of the following would you be MOST likely to buy if a locally sourced alternative was available? (Please select up to TWO that apply, including any you already buy most often that are locally sourced)

Unweighted base	1467	260	223	82	565	32	1451	381	225	609	38	27	59
Base: All GB adults	1431	257	243	103	602	30	1479	349	221	602	38	20	62
Milk	20%	27%	29%	22%	27%	9%	23%	22%	28%	22%	14%	37%	11%
Fruit	22%	28%	26%	15%	25%	10%	23%	24%	23%	24%	35%	13%	24%
Vegetables	53%	53%	39%	38%	45%	41%	49%	46%	55%	47%	59%	80%	70%
Meat	40%	36%	44%	43%	40%	66%	41%	47%	42%	42%	38%	32%	35%
Eggs	30%	26%	34%	27%	29%	20%	30%	32%	25%	30%	29%	32%	31%
Bread	13%	10%	8%	8%	9%	8%	12%	14%	16%	12%	8%	6%	12%
None of these	3%	2%	2%	3%	2%	-	2%	2%	1%	1%	4%	-	1%
Don't know	6%	8%	5%	20%	9%	22%	7%	4%	3%	8%	2%	-	7%

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

In which, if any, of the following places would you generally expect to buy locally sourced produce from? (Please select all that apply)

	Unweighted base	2064	988	1076	244	248	377	440	755	1161	903
	Base: All GB adults	2064	991	1073	248	321	382	391	722	1135	929
A farm shop (e.g. a shop which sells produce from a farm directly to the public)	77%	74%	80%	69%	77%	80%	80%	77%	79%	75%	
A delicatessen (e.g. a shop selling cooked meats, cheeses etc.)	38%	37%	39%	42%	45%	42%	41%	30%	43%	31%	
A supermarket	47%	48%	46%	47%	44%	48%	48%	47%	46%	48%	
A convenience store (e.g. a small shop stocking a limited range of household goods, food, groceries etc.)	18%	20%	17%	18%	28%	18%	17%	14%	17%	19%	
None of these	2%	3%	2%	4%	2%	1%	2%	3%	3%	2%	
Don't know	4%	4%	3%	9%	5%	3%	2%	2%	2%	5%	

**As a reminder, by "locally sourced produce" we mean food that is produced/ grown in your own county or region (e.g. fruit, vegetables, meat, dairy, bakery, jams etc.).

Which, if any, of the following do you think would ever prevent you from buying locally sourced produce? (Please select all that apply)

	Unweighted base	2064	988	1076	244	248	377	440	755	1161	903
	Base: All GB adults	2064	991	1073	248	321	382	391	722	1135	929
The price (e.g. if it was seen as more expensive than my local etc.)	59%	55%	62%	57%	65%	60%	58%	56%	59%	58%	
Availability (e.g. being unsure where to buy it from etc.)	33%	33%	33%	42%	31%	35%	35%	29%	36%	29%	
Lack of choice (e.g. not having a big enough range of staple products etc.)	28%	27%	29%	30%	29%	29%	29%	26%	30%	26%	
Inconvenience (e.g. the farm shops being closed when I finish work, and there being no other locally sourced produce available close by etc.)	45%	43%	48%	48%	52%	49%	48%	39%	52%	37%	
None of these	3%	4%	2%	2%	2%	2%	2%	5%	3%	3%	
Don't know	5%	6%	5%	7%	5%	4%	5%	5%	4%	7%	
Not applicable - Nothing would prevent me from buying locally sourced produce	9%	10%	8%	8%	4%	6%	8%	12%	7%	10%	

Region								Government Region											
North	Midlands	East	London	South	England	Wales	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England	Wales	Scotland

In which, if any, of the following places would you generally expect to buy locally sourced produce from? (Please select all that apply)

	Unweighted base	517	309	205	251	477	1759	105	200	109	210	198	152	157	205	251	284	193	1759	105	200
	Base: All GB adults	508	338	198	264	473	1781	103	180	113	209	186	164	175	198	264	282	191	1781	103	180
A farm shop (e.g. a shop which sells produce from a farm directly to the public)		79%	78%	85%	63%	79%	77%	80%	75%	71%	79%	82%	77%	79%	85%	63%	81%	77%	77%	80%	75%
A delicatessen (e.g. a shop selling cooked meats, cheeses etc.)		42%	36%	31%	37%	37%	38%	30%	45%	51%	41%	39%	34%	37%	31%	37%	34%	43%	38%	30%	45%
A supermarket		47%	43%	43%	49%	44%	45%	49%	61%	50%	45%	47%	48%	38%	43%	49%	47%	41%	45%	49%	61%
A convenience store (e.g. a small shop stocking a limited range of household goods, food, groceries etc.)		19%	15%	22%	14%	18%	18%	24%	19%	16%	19%	22%	16%	14%	22%	14%	18%	19%	18%	24%	19%
None of these		4%	2%	1%	3%	1%	2%	3%	2%	1%	5%	4%	2%	1%	1%	3%	1%	1%	2%	3%	2%
Don't know		3%	4%	2%	8%	3%	4%	2%	2%	3%	4%	2%	2%	6%	2%	8%	1%	5%	4%	2%	2%

**As a reminder, by "locally sourced produce" we mean food that is produced/ grown in your own county or region (e.g. fruit, vegetables, meat, dairy, bakery, jams etc.).

Which, if any, of the following do you think would ever prevent you from buying locally sourced produce? (Please select all that apply)

	Unweighted base	517	309	205	251	477	1759	105	200	109	210	198	152	157	205	251	284	193	1759	105	200
	Base: All GB adults	508	338	198	264	473	1781	103	180	113	209	186	164	175	198	264	282	191	1781	103	180
The price (e.g. if it was seen as more expensive than my local etc.)		62%	56%	68%	54%	57%	59%	63%	53%	65%	59%	62%	58%	55%	68%	54%	61%	51%	59%	63%	53%
Availability (e.g. being unsure where to buy it from etc.)		33%	30%	32%	39%	31%	33%	34%	32%	31%	33%	33%	33%	28%	32%	39%	31%	32%	33%	34%	32%
Lack of choice (e.g. not having a big enough range of staple products etc.)		25%	30%	29%	31%	25%	27%	23%	35%	20%	25%	29%	35%	25%	29%	31%	26%	25%	27%	23%	35%
Inconvenience (e.g. the farm shops being closed when I finish work, and there being no other locally sourced produce available close by etc.)		46%	43%	47%	44%	46%	45%	40%	51%	44%	46%	48%	41%	46%	47%	44%	48%	42%	45%	40%	51%
None of these		4%	3%	2%	2%	3%	3%	5%	2%	3%	5%	3%	4%	1%	2%	2%	3%	4%	3%	5%	2%
Don't know		4%	7%	4%	8%	4%	5%	4%	7%	6%	3%	4%	6%	7%	4%	8%	3%	6%	5%	4%	7%
Not applicable - Nothing would prevent me from buying locally sourced produce		8%	6%	10%	10%	9%	8%	7%	13%	3%	9%	9%	5%	8%	10%	10%	9%	8%	8%	7%	13%

Working status							Marital Status				
Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

In which, if any, of the following places would you generally expect to buy locally sourced produce from? (Please select all that apply)

	Unweighted base	925	297	1222	152	480	53	157	1051	279	165	53	516
	Base: All GB adults	917	313	1229	140	454	81	159	1031	299	147	55	532
A farm shop (e.g. a shop which sells produce from a farm directly to the public)		79%	78%	79%	74%	78%	61%	75%	78%	80%	83%	80%	73%
A delicatessen (e.g. a shop selling cooked meats, cheeses etc.)		46%	33%	43%	43%	27%	37%	30%	36%	46%	39%	21%	39%
A supermarket		46%	48%	46%	49%	47%	45%	50%	48%	42%	43%	45%	48%
A convenience store (e.g. a small shop stocking a limited range of household goods, food, groceries etc.)		19%	20%	20%	18%	16%	20%	15%	17%	19%	14%	9%	22%
None of these		1%	2%	2%	4%	3%	5%	3%	2%	1%	1%	-	4%
Don't know		4%	4%	4%	8%	2%	2%	4%	3%	3%	3%	5%	5%

**As a reminder, by "locally sourced produce" we mean food that is produced/ grown in your own county or region (e.g. fruit, vegetables, meat, dairy, bakery, jams etc.).

Which, if any, of the following do you think would ever prevent you from buying locally sourced produce? (Please select all that apply)

	Unweighted base	925	297	1222	152	480	53	157	1051	279	165	53	516
	Base: All GB adults	917	313	1229	140	454	81	159	1031	299	147	55	532
The price (e.g. if it was seen as more expensive than my local etc.)		58%	63%	60%	64%	53%	67%	60%	58%	64%	66%	51%	56%
Availability (e.g. being unsure where to buy it from etc.)		35%	30%	33%	49%	30%	27%	26%	31%	32%	34%	33%	36%
Lack of choice (e.g. not having a big enough range of staple products etc.)		27%	33%	28%	28%	25%	24%	34%	27%	32%	25%	24%	28%
Inconvenience (e.g. the farm shops being closed when I finish work, and there being no other locally sourced produce available close by etc.)		51%	46%	50%	52%	35%	37%	42%	42%	54%	47%	48%	47%
None of these		3%	1%	3%	2%	6%	-	0%	3%	3%	2%	14%	2%
Don't know		5%	7%	6%	5%	3%	5%	6%	5%	6%	3%	3%	6%
Not applicable - Nothing would prevent me from buying locally sourced produce		6%	7%	7%	5%	16%	3%	9%	10%	5%	7%	13%	8%

Children in Household						Social Media (monthly or more)				County		
0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter	Norfolk	Suffolk	Essex

In which, if any, of the following places would you generally expect to buy locally sourced produce from? (Please select all that apply)

	Unweighted base	1467	260	223	82	565	32	1451	381	225	609	38	27	59
	Base: All GB adults	1431	257	243	103	602	30	1479	349	221	602	38	20	62
A farm shop (e.g. a shop which sells produce from a farm directly to the public)		78%	80%	79%	60%	76%	72%	78%	77%	71%	77%	76%	92%	89%
A delicatessen (e.g. a shop selling cooked meats, cheeses etc.)		39%	33%	39%	30%	35%	57%	40%	51%	36%	44%	15%	37%	39%
A supermarket		48%	46%	46%	32%	44%	44%	48%	51%	48%	49%	46%	60%	50%
A convenience store (e.g. a small shop stocking a limited range of household goods, food, groceries etc.)		17%	23%	20%	26%	22%	8%	19%	23%	20%	22%	25%	37%	23%
None of these		2%	1%	2%	4%	2%	4%	2%	2%	2%	2%	3%	3%	-
Don't know		3%	4%	3%	10%	5%	8%	3%	3%	1%	4%	3%	-	1%

**As a reminder, by "locally sourced produce" we mean food that is produced/ grown in your own county or region (e.g. fruit, vegetables, meat, dairy, bakery, jams etc.).

Which, if any, of the following do you think would ever prevent you from buying locally sourced produce? (Please select all that apply)

	Unweighted base	1467	260	223	82	565	32	1451	381	225	609	38	27	59
	Base: All GB adults	1431	257	243	103	602	30	1479	349	221	602	38	20	62
The price (e.g. if it was seen as more expensive than my local etc.)		57%	68%	60%	56%	62%	55%	59%	61%	60%	60%	50%	81%	77%
Availability (e.g. being unsure where to buy it from etc.)		34%	37%	29%	20%	31%	15%	33%	40%	35%	38%	15%	24%	22%
Lack of choice (e.g. not having a big enough range of staple products etc.)		27%	28%	28%	31%	29%	29%	27%	35%	34%	27%	14%	39%	23%
Inconvenience (e.g. the farm shops being closed when I finish work, and there being no other locally sourced produce available close by etc.)		47%	50%	39%	35%	43%	35%	47%	55%	49%	50%	34%	47%	46%
None of these		3%	2%	2%	8%	3%	2%	3%	3%	4%	3%	1%	2%	2%
Don't know		5%	5%	4%	12%	6%	5%	5%	3%	3%	6%	12%	-	3%
Not applicable - Nothing would prevent me from buying locally sourced produce		9%	3%	11%	4%	6%	14%	8%	6%	5%	6%	17%	7%	10%

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Which, if any, of the following do you think would encourage you to buy MORE locally sourced produce?
(Please select all that apply)

	Unweighted base	2064	988	1076	244	248	377	440	755	1161	903
	Base: All GB adults	2064	991	1073	248	321	382	391	722	1135	929
Lower carbon footprint (e.g. less fossil fuels being used in transporting the produce, so being better for our environment etc.)		27%	25%	29%	35%	24%	27%	23%	28%	27%	27%
Lower food miles (e.g. lower food/ transport miles resulting in fresher produce, seasonal produce and having less environmental impact etc.)		36%	31%	40%	34%	30%	29%	35%	42%	36%	35%
More positive impact on the regional economy (e.g. money being invested back into the local economy etc.)		43%	41%	45%	42%	33%	44%	43%	47%	45%	40%
The creation of more jobs in the local area (e.g. buying local produce safeguarding and securing jobs in the region, creating a positive impact on regional employment etc.)		42%	41%	43%	35%	37%	39%	46%	46%	43%	41%
Increased quality of the produce (e.g. fresh, tasty etc.)		49%	49%	50%	48%	44%	49%	48%	53%	53%	45%
Closer proximity (e.g. products grown locally, knowing their origin etc.)		42%	39%	44%	35%	32%	42%	43%	47%	42%	41%
None of these		7%	8%	6%	6%	9%	7%	7%	6%	7%	6%
Don't know		8%	8%	9%	11%	8%	8%	7%	8%	6%	12%
Not applicable - Nothing would encourage me to buy more locally sourced produce		4%	4%	3%	5%	6%	3%	2%	3%	3%	4%

Which, if any, of the following celebrities do you associate with supporting locally sourced produce?
(Please select all that apply)

	Unweighted base	2064	988	1076	244	248	377	440	755	1161	903
	Base: All GB adults	2064	991	1073	248	321	382	391	722	1135	929
Jimmy Doherty (Suffolk based farmer and TV presenter)		26%	20%	31%	12%	19%	32%	28%	29%	27%	25%
Delia Smith (English cook and TV presenter)		9%	10%	9%	13%	5%	8%	5%	13%	9%	10%
Hugh Fearnley-Whittingstall (English celebrity chef, journalist and food writer)		40%	39%	41%	25%	30%	44%	42%	46%	45%	34%
James Martin (English celebrity chef and TV presenter, best known for hosting the BBC Saturday Morning Kitchen show)		21%	20%	23%	11%	19%	20%	21%	27%	22%	21%
Jack Monroe (Female English writer, Guardian columnist and author)		2%	2%	2%	2%	2%	3%	3%	2%	2%	2%
Jamie Oliver (English celebrity chef, restaurateur and media personality)		35%	30%	40%	40%	34%	38%	29%	36%	35%	35%
None of these		33%	38%	30%	37%	39%	31%	36%	29%	32%	35%

Region								Government Region											
North	Midlands	East	London	South	England	Wales	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England	Wales	Scotland

Which, if any, of the following do you think would encourage you to buy MORE locally sourced produce? (Please select all that apply)

	Unweighted base	517	309	205	251	477	1759	105	200	109	210	198	152	157	205	251	284	193	1759	105	200
	Base: All GB adults	508	338	198	264	473	1781	103	180	113	209	186	164	175	198	264	282	191	1781	103	180
Lower carbon footprint (e.g. less fossil fuels being used in transporting the produce, so being better for our environment etc.)		25%	26%	27%	27%	29%	27%	23%	33%	16%	28%	26%	31%	22%	27%	27%	29%	29%	27%	23%	33%
Lower food miles (e.g. lower food/ transport miles resulting in fresher produce, seasonal produce and having less environmental impact etc.)		35%	32%	36%	34%	36%	35%	35%	46%	28%	36%	39%	32%	31%	36%	34%	36%	36%	35%	35%	46%
More positive impact on the regional economy (e.g. money being invested back into the local economy etc.)		46%	40%	39%	38%	44%	42%	37%	52%	45%	43%	50%	42%	37%	39%	38%	45%	42%	42%	37%	52%
The creation of more jobs in the local area (e.g. buying local produce safeguarding and securing jobs in the region, creating a positive impact on regional employment etc.)		50%	40%	37%	32%	37%	41%	52%	53%	54%	48%	49%	38%	42%	37%	32%	44%	28%	41%	52%	53%
Increased quality of the produce (e.g. fresh, tasty etc.)		51%	48%	46%	55%	44%	49%	43%	61%	49%	52%	49%	51%	45%	46%	55%	45%	43%	49%	43%	61%
Closer proximity (e.g. products grown locally, knowing their origin etc.)		41%	46%	42%	32%	44%	41%	42%	44%	33%	38%	49%	47%	44%	42%	32%	45%	42%	41%	42%	44%
None of these		5%	6%	11%	6%	10%	7%	1%	4%	5%	5%	6%	10%	2%	11%	6%	12%	6%	7%	1%	4%
Don't know		7%	8%	10%	11%	9%	9%	9%	5%	9%	6%	8%	9%	8%	10%	11%	6%	12%	9%	9%	5%
Not applicable - Nothing would encourage me to buy more locally sourced produce		2%	3%	4%	5%	4%	3%	10%	1%	1%	5%	0%	1%	5%	4%	5%	5%	4%	3%	10%	1%

Which, if any, of the following celebrities do you associate with supporting locally sourced produce? (Please select all that apply)

	Unweighted base	517	309	205	251	477	1759	105	200	109	210	198	152	157	205	251	284	193	1759	105	200
	Base: All GB adults	508	338	198	264	473	1781	103	180	113	209	186	164	175	198	264	282	191	1781	103	180
Jimmy Doherty (Suffolk based farmer and TV presenter)		28%	28%	42%	19%	24%	27%	18%	18%	20%	30%	31%	25%	31%	42%	19%	22%	26%	27%	18%	18%
Delia Smith (English cook and TV presenter)		9%	13%	10%	12%	8%	10%	3%	6%	7%	9%	10%	12%	13%	10%	12%	7%	9%	10%	3%	6%
Hugh Fearnley-Whittingstall (English celebrity chef, journalist and food writer)		40%	38%	42%	35%	44%	40%	33%	40%	28%	44%	43%	38%	38%	42%	35%	39%	51%	40%	33%	40%
James Martin (English celebrity chef and TV presenter, best known for hosting the BBC Saturday Morning Kitchen show)		28%	22%	15%	16%	18%	21%	21%	25%	14%	29%	36%	22%	21%	15%	16%	16%	20%	21%	21%	25%
Jack Monroe (Female English writer, Guardian columnist and author)		2%	3%	2%	3%	2%	2%	-	2%	3%	2%	2%	2%	4%	2%	3%	2%	3%	2%	-	2%
Jamie Oliver (English celebrity chef, restaurateur and media personality)		37%	35%	41%	35%	33%	36%	27%	32%	35%	39%	37%	34%	36%	41%	35%	34%	33%	36%	27%	32%
None of these		33%	33%	29%	34%	33%	32%	45%	37%	33%	32%	33%	31%	34%	29%	34%	34%	31%	32%	45%	37%

Working status							Marital Status				
Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Which, if any, of the following do you think would encourage you to buy MORE locally sourced produce? (Please select all that apply)

	Unweighted base	925	297	1222	152	480	53	157	1051	279	165	53	516
	Base: All GB adults	917	313	1229	140	454	81	159	1031	299	147	55	532
Lower carbon footprint (e.g. less fossil fuels being used in transporting the produce, so being better for our environment etc.)		26%	29%	27%	45%	27%	15%	23%	25%	27%	28%	36%	30%
Lower food miles (e.g. lower food/ transport miles resulting in fresher produce, seasonal produce and having less environmental impact etc.)		32%	35%	33%	45%	44%	33%	28%	37%	33%	42%	46%	33%
More positive impact on the regional economy (e.g. money being invested back into the local economy etc.)		42%	42%	42%	50%	48%	24%	39%	45%	42%	50%	41%	38%
The creation of more jobs in the local area (e.g. buying local produce safeguarding and securing jobs in the region, creating a positive impact on regional employment etc.)		41%	40%	40%	43%	49%	50%	33%	46%	41%	46%	49%	34%
Increased quality of the produce (e.g. fresh, tasty etc.)		48%	49%	49%	51%	56%	26%	46%	50%	53%	53%	53%	45%
Closer proximity (e.g. products grown locally, knowing their origin etc.)		40%	44%	41%	32%	51%	28%	39%	42%	43%	45%	54%	39%
None of these		8%	7%	8%	4%	5%	4%	9%	7%	6%	2%	11%	6%
Don't know		8%	10%	9%	8%	6%	13%	10%	8%	7%	8%	1%	10%
Not applicable - Nothing would encourage me to buy more locally sourced produce		4%	1%	3%	6%	3%	3%	8%	3%	4%	2%	4%	5%

Which, if any, of the following celebrities do you associate with supporting locally sourced produce? (Please select all that apply)

	Unweighted base	925	297	1222	152	480	53	157	1051	279	165	53	516
	Base: All GB adults	917	313	1229	140	454	81	159	1031	299	147	55	532
Jimmy Doherty (Suffolk based farmer and TV presenter)		24%	29%	26%	13%	29%	23%	35%	27%	30%	29%	37%	21%
Delia Smith (English cook and TV presenter)		7%	10%	7%	16%	15%	2%	5%	10%	4%	5%	19%	10%
Hugh Fearnley-Whittingstall (English celebrity chef, journalist and food writer)		41%	38%	40%	22%	46%	34%	37%	41%	42%	45%	49%	34%
James Martin (English celebrity chef and TV presenter, best known for hosting the BBC Saturday Morning Kitchen show)		20%	23%	21%	10%	28%	17%	20%	24%	26%	20%	22%	14%
Jack Monroe (Female English writer, Guardian columnist and author)		3%	3%	3%	3%	2%	-	2%	2%	2%	3%	2%	3%
Jamie Oliver (English celebrity chef, restaurateur and media personality)		33%	41%	35%	41%	36%	26%	31%	34%	42%	36%	42%	33%
None of these		34%	30%	33%	38%	28%	49%	39%	33%	31%	30%	33%	37%

Children in Household						Social Media (monthly or more)				County		
0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter	Norfolk	Suffolk	Essex

Which, if any, of the following do you think would encourage you to buy MORE locally sourced produce? (Please select all that apply)

	Unweighted base	1467	260	223	82	565	32	1451	381	225	609	38	27	59
	Base: All GB adults	1431	257	243	103	602	30	1479	349	221	602	38	20	62
Lower carbon footprint (e.g. less fossil fuels being used in transporting the produce, so being better for our environment etc.)		28%	28%	23%	19%	24%	28%	29%	34%	29%	28%	29%	32%	29%
Lower food miles (e.g. lower food/ transport miles resulting in fresher produce, seasonal produce and having less environmental impact etc.)		38%	35%	28%	27%	31%	34%	36%	40%	40%	34%	50%	37%	28%
More positive impact on the regional economy (e.g. money being invested back into the local economy etc.)		43%	43%	43%	32%	41%	38%	43%	50%	48%	46%	38%	30%	38%
The creation of more jobs in the local area (e.g. buying local produce safeguarding and securing jobs in the region, creating a positive impact on regional employment etc.)		45%	41%	28%	41%	36%	48%	43%	50%	53%	43%	28%	38%	40%
Increased quality of the produce (e.g. fresh, tasty etc.)		50%	49%	44%	58%	48%	28%	49%	57%	54%	52%	48%	54%	45%
Closer proximity (e.g. products grown locally, knowing their origin etc.)		45%	38%	32%	28%	34%	30%	42%	43%	48%	40%	34%	54%	41%
None of these		6%	9%	10%	2%	9%	12%	6%	9%	2%	6%	7%	14%	15%
Don't know		8%	7%	10%	10%	9%	17%	9%	3%	5%	7%	17%	4%	14%
Not applicable - Nothing would encourage me to buy more locally sourced produce		4%	4%	1%	7%	3%	9%	4%	2%	1%	3%	3%	3%	1%

Which, if any, of the following celebrities do you associate with supporting locally sourced produce? (Please select all that apply)

	Unweighted base	1467	260	223	82	565	32	1451	381	225	609	38	27	59
	Base: All GB adults	1431	257	243	103	602	30	1479	349	221	602	38	20	62
Jimmy Doherty (Suffolk based farmer and TV presenter)		25%	27%	30%	25%	28%	16%	25%	27%	28%	24%	35%	74%	44%
Delia Smith (English cook and TV presenter)		9%	8%	9%	17%	10%	12%	9%	8%	11%	9%	3%	4%	16%
Hugh Fearnley-Whittingstall (English celebrity chef, journalist and food writer)		41%	40%	38%	32%	38%	17%	39%	49%	45%	42%	39%	37%	38%
James Martin (English celebrity chef and TV presenter, best known for hosting the BBC Saturday Morning Kitchen show)		22%	18%	26%	17%	21%	7%	20%	22%	23%	19%	14%	13%	13%
Jack Monroe (Female English writer, Guardian columnist and author)		2%	4%	3%	2%	3%	3%	2%	5%	3%	3%	3%	-	-
Jamie Oliver (English celebrity chef, restaurateur and media personality)		33%	39%	41%	40%	40%	30%	36%	37%	39%	34%	31%	29%	44%
None of these		34%	34%	28%	31%	31%	52%	33%	29%	26%	33%	35%	14%	29%

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Before taking this survey, had you heard of the East of England Co-op's "Sourced Locally" food range and have you purchased food from this range before? (Please select the option that BEST applies)

	Unweighted base	136	52	84	14	20	20	34	48	64	72
	Base: Adults in Norfolk, Suffolk and Essex	137	48	89	11	23	26	29	48	53	84
Yes, I have heard of them and purchased food from this range	24%	22%	26%	28%	5%	48%	15%	26%	29%	22%	
Yes, I have heard of them, but not purchased food from this range	23%	18%	25%	23%	25%	28%	17%	22%	20%	24%	
No, I haven't heard of them or purchased food from this range	47%	57%	42%	34%	58%	24%	62%	49%	46%	48%	
Don't know/ can't recall	6%	3%	7%	14%	12%	-	6%	4%	4%	7%	

Profile Lea Recode

	Unweighted base	124	48	76	14	19	16	31	44	58	66
	Base	120	45	75	11	22	21	25	41	47	73
Norfolk	32%	34%	31%	32%	21%	36%	39%	31%	23%	38%	
Suffolk	17%	20%	14%	4%	14%	11%	16%	24%	19%	15%	
Essex	52%	47%	55%	64%	64%	53%	45%	45%	58%	47%	

Region								Government Region											
North	Midlands	East	London	South	England	Wales	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England	Wales	Scotland

Before taking this survey, had you heard of the East of England Co-op's "Sourced Locally" food range and have you purchased food from this range before? (Please select the option that BEST applies)

Unweighted base	-	-	136	-	-	136	-	-	-	-	-	-	-	136	-	-	-	136	-	-
Base: Adults in Norfolk, Suffolk and Essex	-	-	137	-	-	137	-	-	-	-	-	-	-	137	-	-	-	137	-	-
Yes, I have heard of them and purchased food from this range	-	-	24%	-	-	24%	-	-	-	-	-	-	-	24%	-	-	-	24%	-	-
Yes, I have heard of them, but not purchased food from this range	-	-	23%	-	-	23%	-	-	-	-	-	-	-	23%	-	-	-	23%	-	-
No, I haven't heard of them or purchased food from this range	-	-	47%	-	-	47%	-	-	-	-	-	-	-	47%	-	-	-	47%	-	-
Don't know/ can't recall	-	-	6%	-	-	6%	-	-	-	-	-	-	-	6%	-	-	-	6%	-	-

Profile Lea Recode

Unweighted base	-	-	124	-	-	124	-	-	-	-	-	-	-	124	-	-	-	124	-	-
Base	-	-	120	-	-	120	-	-	-	-	-	-	-	120	-	-	-	120	-	-
Norfolk	-	-	32%	-	-	32%	-	-	-	-	-	-	-	32%	-	-	-	32%	-	-
Suffolk	-	-	17%	-	-	17%	-	-	-	-	-	-	-	17%	-	-	-	17%	-	-
Essex	-	-	52%	-	-	52%	-	-	-	-	-	-	-	52%	-	-	-	52%	-	-

Working status							Marital Status				
Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Before taking this survey, had you heard of the East of England Co-op's "Sourced Locally" food range and have you purchased food from this range before? (Please select the option that BEST applies)

Unweighted base	62	22	84	9	30	2	11	70	22	12	5	27
Base: Adults in Norfolk, Suffolk and Essex	61	21	81	7	30	3	16	67	22	10	5	33
Yes, I have heard of them and purchased food from this range	22%	41%	27%	43%	29%	-	-	23%	32%	30%	15%	21%
Yes, I have heard of them, but not purchased food from this range	19%	18%	19%	7%	32%	-	36%	27%	35%	15%	17%	10%
No, I haven't heard of them or purchased food from this range	55%	26%	47%	43%	36%	100%	60%	42%	30%	48%	68%	66%
Don't know/ can't recall	4%	15%	7%	7%	3%	-	4%	8%	3%	8%	-	3%

Profile Lea Recode

Unweighted base	54	20	74	9	29	2	10	64	21	11	4	24
Base	52	18	69	7	27	3	13	61	19	8	2	29
Norfolk	19%	47%	26%	34%	41%	-	50%	32%	47%	22%	-	28%
Suffolk	14%	19%	15%	7%	29%	-	4%	19%	8%	18%	49%	13%
Essex	67%	34%	59%	59%	30%	100%	46%	49%	45%	60%	51%	59%

Children in Household						Social Media (monthly or more)				County		
0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter	Norfolk	Suffolk	Essex

Before taking this survey, had you heard of the East of England Co-op's "Sourced Locally" food range and have you purchased food from this range before? (Please select the option that BEST applies)

Unweighted base	85	29	15	5	49	2	87	21	16	33	38	27	59
Base: Adults in Norfolk, Suffolk and Essex	90	32	10	3	45	2	90	20	11	42	38	20	62
Yes, I have heard of them and purchased food from this range	25%	17%	30%	28%	21%	74%	24%	15%	30%	16%	14%	27%	36%
Yes, I have heard of them, but not purchased food from this range	20%	29%	36%	-	29%	-	22%	36%	21%	18%	36%	17%	13%
No, I haven't heard of them or purchased food from this range	51%	45%	23%	72%	42%	-	48%	44%	40%	57%	38%	53%	47%
Don't know/ can't recall	4%	9%	10%	-	8%	26%	6%	5%	9%	9%	13%	3%	4%

Profile Lea Recode

Unweighted base	78	24	15	5	44	2	78	18	14	26	38	27	59
Base	80	25	10	3	38	2	77	17	9	34	38	20	62
Norfolk	26%	46%	57%	-	46%	-	28%	25%	20%	39%	100%	-	-
Suffolk	20%	10%	5%	28%	10%	26%	16%	7%	21%	7%	-	100%	-
Essex	54%	44%	39%	72%	45%	74%	56%	68%	59%	55%	-	-	100%