



A GFS Food Futures panel activity

12 January 2016



Client	Global Food Security (GFS)		
Company	OPM Group		
Title	Global Food Security Baseline Survey		
Subtitle	A GFS Food Futures panel activity		
Dates	last published	12/01/2016	
	last revised	10/03/2016	
Status	Final		
Classification	Open		
Project Code	10093		
Author(s)	Lucy Farrow, Max Kowalewski		
Quality Assurance by	Diane Beddoes		
Main point of contact	Lucy Farrow		
Telephone	0207 042 8000		
Email	lucy@dialoguebydesign.co.uk		

If you would like a large text version of this document, please contact us.

OPM Group

252B Gray's Inn Road
London
WC1X 8XG

+44 (0)20 7042 8000
www.dialoguebydesign.co.uk/
www.opm.co.uk
info@dialoguebydesign.co.uk



Contents

Executive summary	1
1.1. General awareness	1
1.2. Perceived importance of the issue	1
1.3. Factors affecting global food security.....	2
1.4. Behaviours and attitudes	2
Introduction	4
Methodology.....	4
Results	5
1.5. General awareness	5
1.6. Perceived importance of food security	7
1.7. Factors affecting global food security.....	16
1.8. Behaviours and attitudes	19
Appendix A: Demographics	23
Appendix B: Survey questions	24

Executive summary

Four hundred and eighty-nine members of the Global Food Security public dialogue panel (Food Futures) took part in a survey which replicated a number of items from a separate omnibus survey ‘Global Food Security Programme – a survey of public attitudes’ run in 2012 by TNS¹. It also includes a number of additional items.

Around 600 respondents in the Global Food Security public dialogue panel were recruited to be a broadly representative cross-section of the population of Britain & Northern Ireland. However, they have been recruited from six specific locations and our sampling methodology was not designed to be statistically representative of the general population. Any inferences to the general population based on results we report on here should therefore be treated with caution. Similarly, comparisons that we draw between this survey and the 2012 omnibus survey are for illustrative purposes only, due to the methodological differences between the two pieces of research.

1.1. General awareness

Slightly over one in ten respondents reported that they had heard the term ‘global food security’ before joining the panel (14%). Participants commonly defined global food security as relating to safety of food, sufficiency of supply and sustainability of production. Very few respondents (3%) had heard of the Global Food Security Programme.

1.2. Perceived importance of the issue

The majority of panel respondents identify food security as a big issue or as quite a big issue in the UK (74%). More identify it as a big issue or as quite a big issue globally (95%). The proportion of panel respondents in the panel survey identifying food security in the UK as a big issue or as quite a big issue is higher than in the 2012 omnibus survey.

When asked about their level of agreement with a range of food security related statements, 70% of respondents agree that ‘people should be encouraged to change their diets to eat food that takes less resources to produce’ and 29% agree that ‘people in the developed world should eat less or there won’t be enough to go around’.

When asked about food supply, 84% of respondents agree with the statement ‘we already grow enough food in the world – the problem is getting it to those who need it most’. However 56% agree that ‘we need to make greater use of science and technology to increase the world’s food supply’, suggesting that respondents are unsure about food supply, or perhaps believe that both better production and distribution can be used to get food to those who need it most.

¹ <http://www.foodsecurity.ac.uk/assets/pdfs/gfs-survey-public-attitudes.pdf>

Panel respondents were asked for their agreement to two statements about food waste. The vast majority of respondents (90%) agree that ‘people should only buy the amount of food they need’ and 98% agree that ‘we waste too much food in the UK’.

Thirty one percent of respondents agree with the statement ‘food security doesn’t really affect me’, compared with 55% in the 2012 omnibus survey. Twenty six percent agree that ‘I am confident that our government will take the necessary steps to make sure there is enough food in the future’. This compares with 35% in the 2012 survey. A similar proportion of respondents in the 2015 sample (71%) agree that ‘we need to make greater use of science and technology to increase the world’s food supply in the future’ compared with the 2012 sample.

Several new questions were added to the 2015 survey. We found that a large majority of respondents agree that people should be encouraged to change their diets for health reasons. Some 80% of respondents agree that ‘we need to increase the amount of food grown in towns and gardens’, however far less (31%) reported that they were currently growing their own fruit and vegetables.

Respondents were asked about how important it is that ‘people know how our food is produced’. Over 90% identified it as important, and 63% reported reading labels to see how food is produced. Just over half (52%) agree that they know how the food they eat is produced, suggesting they may not be as well informed as they would like to be.

Across the survey, respondents tended to be more aware of the global food security issues in the UK, compared with the 2012 omnibus. It is not possible to determine whether this is a result of changing public attitudes over time or methodological differences between the 2012 omnibus survey and the GFS public dialogue panel. For example, members of the public panel in 2015 having chosen to take part in an extended food security dialogue, and may therefore have a higher level of interest/awareness than the omnibus sample.

1.3. Factors affecting global food security

Respondents were asked to identify as many as they wished from a list of nine of ‘factors that will affect food security in the future’. Respondents in the panel survey were around 20% more likely than those in the 2012 survey to indicate that any single factor is relevant to food security. However the relative ordering of the factors is largely the same. Population increase and climate change were the most often selected factors, ‘while people becoming wealthier and eating more resource intensive diets’ was chosen least often.

When asked which factor they believed would most affect food security, respondents again tended to choose the same factors as in the 2012 omnibus survey. Increasing population and climate change were chosen most frequently. Politics and the global economy were chosen slightly more often in the 2015 panel survey.

1.4. Behaviours and attitudes

Respondents were asked to choose which of a list of items is most important to them when deciding what to buy to eat at home. The options chosen most frequently are 'eating food that is healthy' and 'price/value for money/special offers'. Almost all respondents selected several items, suggesting that they consider a range of different issues, including personal preference, health and sustainability issues. When asked to indicate how important it is to them that food is 'from sustainable sources' 84% answered quite or very; a larger proportion (98%) indicated that it is quite or very important that food 'is good for your health'.

Respondents were asked to state how important they believe genetically modified food will be to feeding a growing population in the future. The large majority (78%) indicated it will be very or quite important. When asked how important it is to them where the food they eat is produced, around three quarters of respondents stated it is important that it is produced in the UK, half that it is important it is produced in the EU, and 20% stated it is important that food is produced outside of the EU.

Finally respondents were asked to estimate the percentage of food they throw in the bin each week. The great majority (97%) of respondents stated that they waste less than 30% of food each week, of which 47% report wasting less than 5%.

Introduction

The Global Food Security programme brings together the UK's major public funders of research into food security. A key part of the programme is to understand and respond to public views on global food security challenges and potential solutions. In order to further this the GFS programme, with Sciencewise², commissioned OPM Group to recruit and manage a public panel of 600 members of the public to take part in deliberative dialogue activities exploring different aspects of the food security research space.

All panel members were invited to take part in a baseline survey. This replicated some questions included in an omnibus survey carried out in 2012 by TNS, and added some new questions. The purpose of the baseline survey was to allow for comparison with an end line survey to be run after panel members have taken part in the dialogue project, to see if and how their views have changed. It will also allow some comparison between the views, attitudes and understanding of the panel and the 2012 survey and identify where views differ. The methodological differences between the two surveys limit the scope for comparison, as discussed below.

Methodology

The baseline survey comprised 26 questions, of which the majority were taken from a 2012 omnibus. This has enabled us to draw comparisons between the findings from the two surveys. However, these comparisons need to be treated with caution, given the methodological and sample differences between the two pieces of work.

The survey was completed online by 489 members of the public panel. The panel as a whole was recruited to be a broadly representative cross-section of the UK population, with recruitment focussed in six specific locations (Belfast, Cardiff, Dundee, Harrogate, London and Plymouth). The panel were recruited via a mix of on street recruitment, recruitment from research lists, intermediaries such as community groups and events. Participants were not targeted because of their interest in food, but the topic was introduced as part of the recruitment approach. The demographic profile of the sample that completed the baseline survey is shown in appendix A, although only 80% of panel members completed the survey the demographic profile of the baseline sample was very similar to that of the panel overall.

² Sciencewise is funded by the Department for Business, Innovation & Skills (BIS). Sciencewise aims to improve policy making involving science and emerging technology across Government by increasing the effectiveness with which public dialogue is used, and encouraging its wider use where appropriate. It provides a wide range of information, advice, guidance and support services aimed at policy makers and all the different stakeholders involved in science and technology policy making, including the public. Sciencewise also provides co-funding to Government departments and agencies to develop and commission public dialogue activities. www.sciencewise-erc.org.uk

The most noticeable demographic difference between the 2015 and 2012 surveys is the age profile of respondents, with fewer respondents in older age groups in the 2015 panel sample.

No weighting has been applied to the findings. Note that figures have been rounded up to the nearest whole number, and as a result not all charts may add up to 100%. No claims can be made about the statistical significance or otherwise of differences between the 2012 and 2015 surveys, or of differences between groups in the 2015 survey, because of the methodological and sample differences identified.

Results

1.5. General awareness

The first three questions tested respondents' initial awareness and understanding of global food security and the Global Food Security programme. The majority of respondents indicated that they had not heard of the term or the programme, but were able to provide answers to the question 'What does global food security mean to you?'

A small minority (14%) of respondents had heard the term 'global food security' prior to joining the panel. In the 2012 omnibus survey, 13% had heard the term.

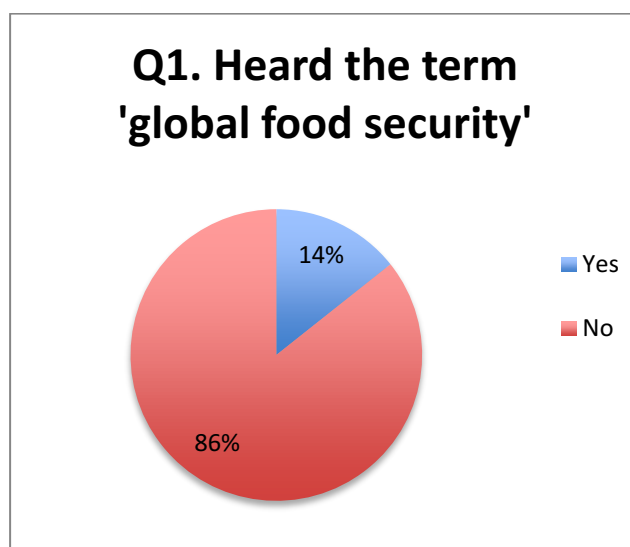


Figure 1. Awareness of term 'global food security' (base 489)

The most common theme, mentioned in around a quarter of responses, was food standards or safety, for example:

"It means that I can trust the food that I purchase is safe to eat."

A few participants had formed the impression that the Global Food Security programme was directly responsible for food security, rather than being a research organisation, and there was also a tendency to interpret 'security' as relating to safety rather than continuity of supply.

A further 17% of participants associated the term global food security with sufficiency of supply, for example:

“The ability to have a continual and future supply of food for all people in all countries, without fear of threat or actual harm to said supply.”

The next two themes, ‘security’ and ‘sustainability’ were each raised by 7% of participants. Security tended to be used verbatim, often in relation to ‘the world’. Sustainability was often associated with issues such as climate change and population growth:

“Ensuring that the future of food production, consumption and waste are all sustainable in the face of a changing climate and growing population.”

No other themes were raised by more than 5% of participants, although in total some 15% of participants gave alternatives ranging from health and future production challenges to comments on animal welfare, consumer trust and the roles of food system actors such as private companies and governments. A further 15% of participants either gave no response, or were unsure what the term meant.

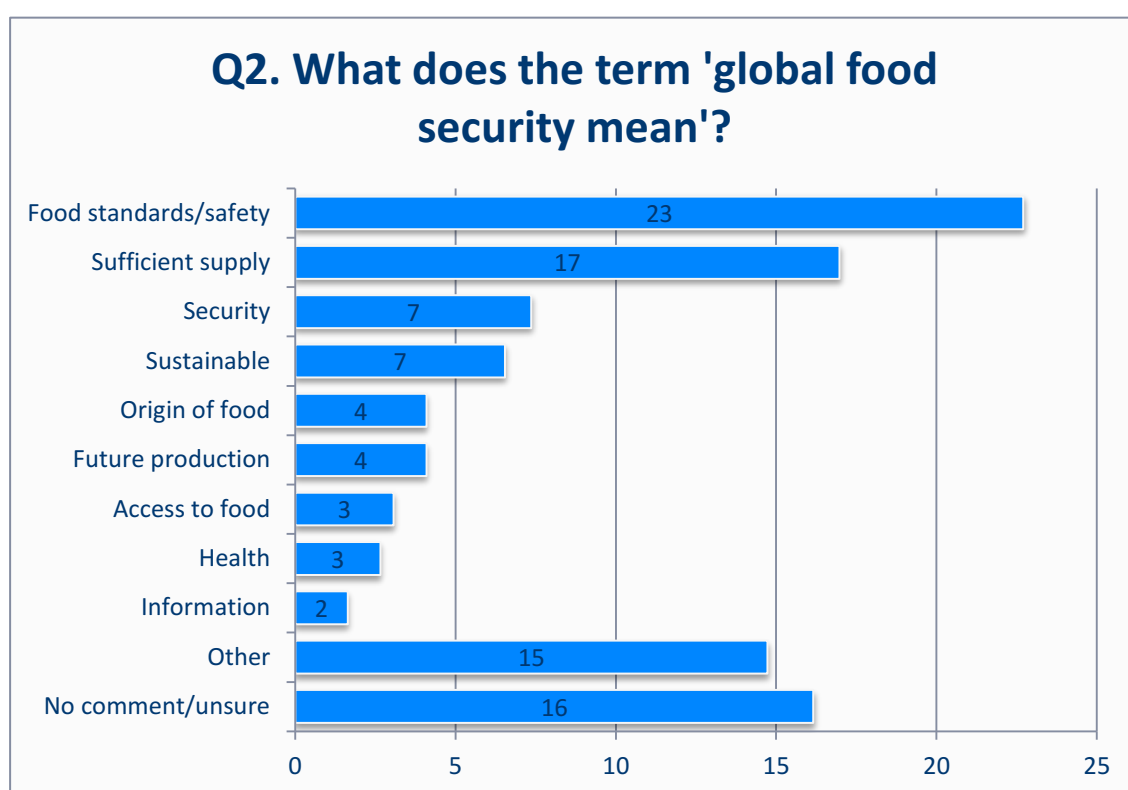


Figure 2. Definition of global food security (base 489)

Only 3% of respondents had heard of the Global Food Security programme before joining the panel, of whom known were in the two oldest age groups (55 -65 and 65+).

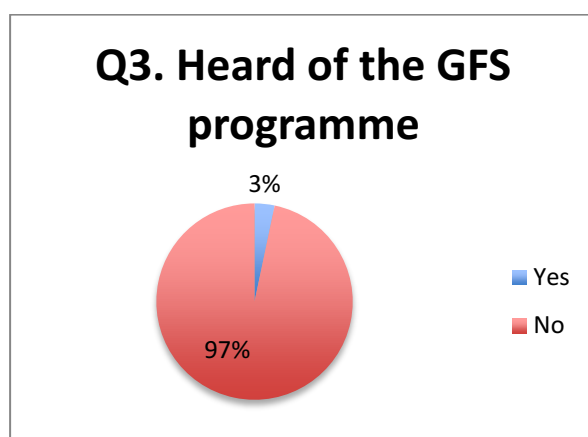


Figure 3. Awareness of GFS programme (base 489)

1.6. Perceived importance of food security

Respondents were asked to indicate how much of an issue they believed food security to be in the world, and then in the UK and the extent of their agreement or disagreement with a number of statements. The questions and statements were presented in a randomised order to each respondent, but are numbered here for ease of reference.

The majority of respondents in both the 2012 and 2015 surveys identify food security as ‘a big issue’ or ‘quite a big issue’ both globally and for the UK, though the scale of the majority has increased between the two surveys, slightly in relation to the world and substantially in relation to the UK. Given the methodological differences between the two samples it is not possible to determine whether food security in the UK is a more prominent topic than in 2012, or that the panel sample are more likely to have an interest in and awareness of UK food security issues.

Men are more likely than women to state that food security is ‘not that much of an issue’ in the UK (29% to 19% respectively). The proportion of men and women who identify food security as an issue for the world is almost the same: 95% of men state it is a big issue or quite a big issue, compared with 94% of women.

Respondents in the 41-55 and 56-65 age groups are more likely than those in the 18-25 and 26-40 age groups to identify food security as a ‘big issue’ in the world: 62% and 71% respectively for the two older age groups, compared with 50% and 59% respectively for the two younger age groups. Half (50%) of those age 66 and over identify it as a ‘big issue’ in the world. Respondents aged 41-55 and 56-65 are also more likely than those in the younger age groups to identify food security as a ‘big issue’ in the UK today (30% and 39% respectively, compared to 13% (18-25 age group) and 20% (26-40 age group), the latter being the same proportion as those age 66 and over who see it as a ‘big issue’ in the UK).

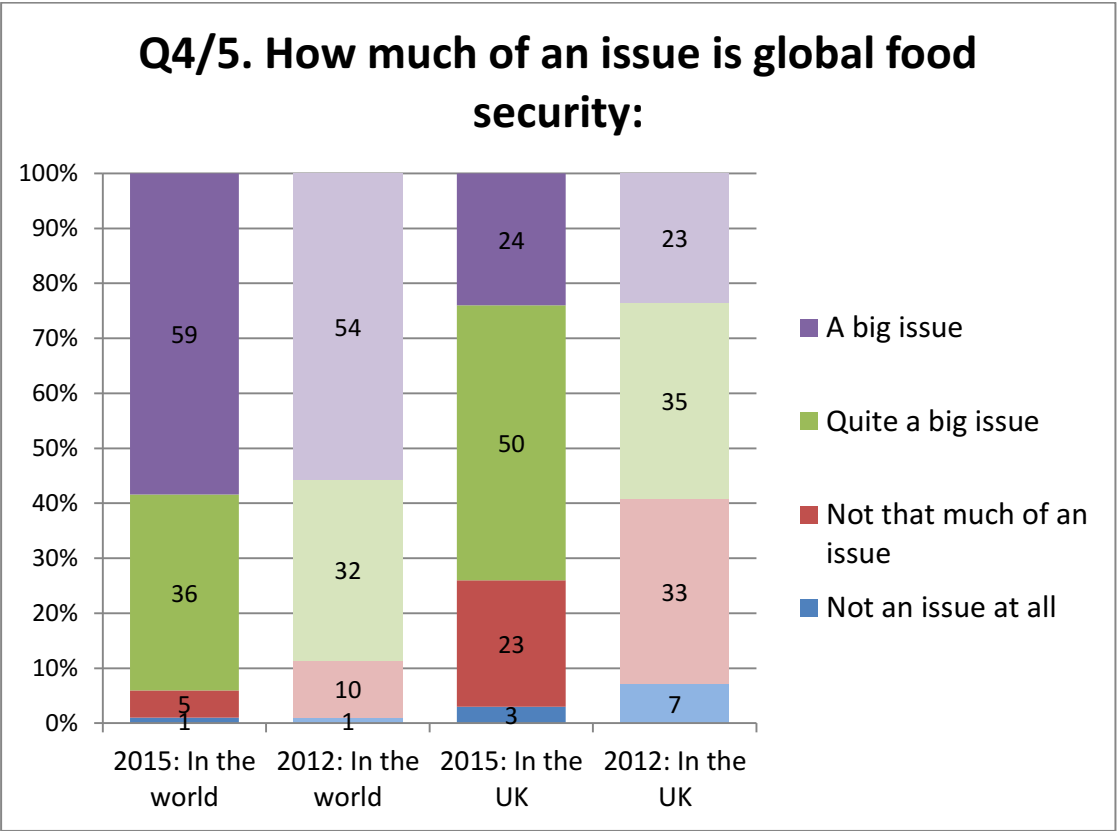


Figure 4. Scale of global food security challenge: UK and world, 2012 and 2015 (base 489)

Respondents were asked to indicate the extent to which they agree or disagree with a series of statements about global food security issues.

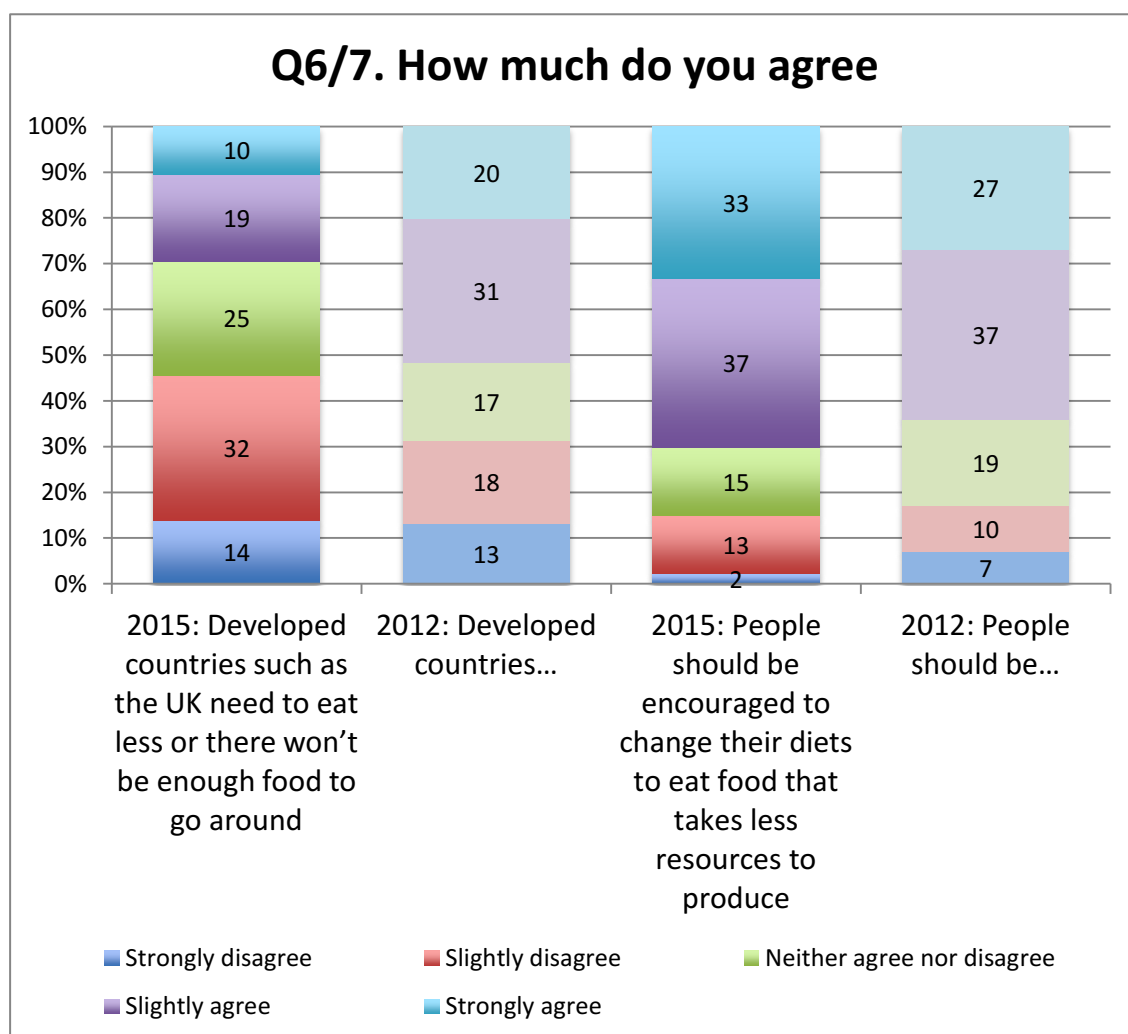


Figure 5: Extent of agreement or disagreement with statements: reducing consumption or consuming less resource intensive foods (base 489)

A greater proportion of respondents agree that people should be encouraged to eat less resource intensive food than agree that people in developed countries should eat less. In 2015, just under one third (29%) agree (strongly/slightly) that 'developed countries such as the UK need to eat less or there won't be enough food to go around', against 51% in 2012. In response to the statement 'people should be encouraged to change their diets to eat food that takes less resources to produce', 70% of panel respondents agree strongly or slightly, compared with 64% of the 2012 sample. Those age 66 and over are more likely than respondents in the other age groups to agree strongly with the statement that 'developed countries such as the UK need to eat less or there won't be enough food to go around' (20% in 66+ age group, with the next largest proportion of 16% in the 56-65 age group).

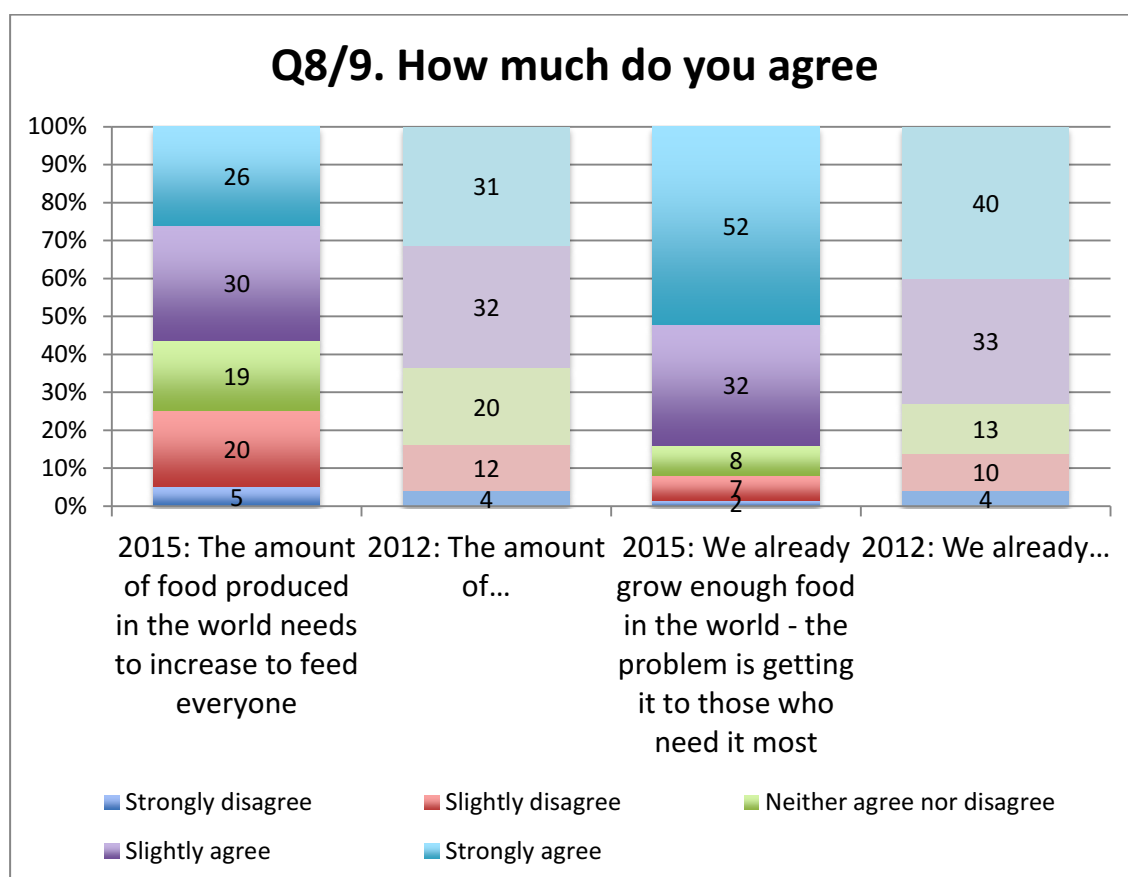
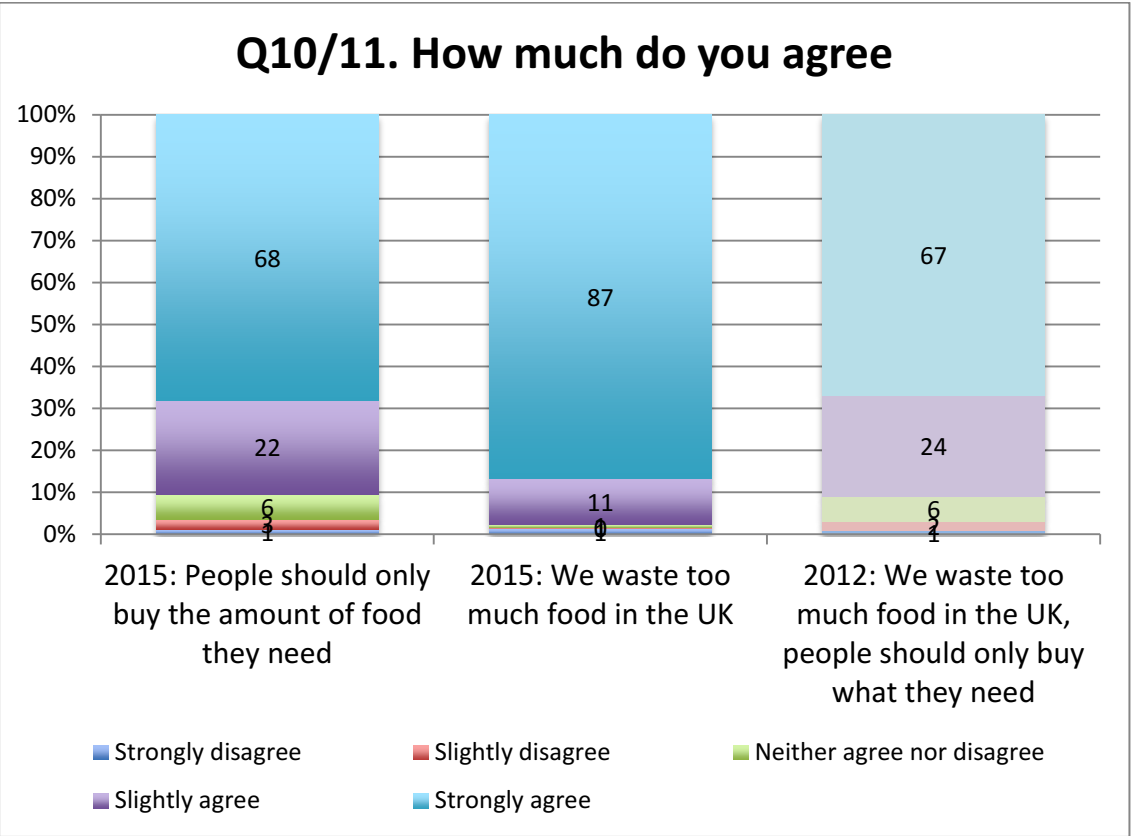


Figure 6. Extent of agreement or disagreement with statements: increase food production or address food distribution problems (base 489)

Just over half (56%) of public panel respondents in 2015 state that the amount of food produced needs to increase, down slightly from 63% in the 2012 omnibus sample. Respondents in the 56-65 and 66 and above age groups are more likely than those in the other age groups to 'strongly agree' with the need to increase food production (43% and 40% respectively, with the next largest proportion of 27% in the 41-55 age group).

A greater proportion of respondents agree that food production is sufficient, but that distribution remains a problem. More than 8 out of 10 respondents (84%) agree (strongly or slightly) with the statement 'we already grow enough food in the world – the problem is getting it to those who need it most'. This is an increase from just under three-quarters (73%) in 2012.



3

Figure 7. Extent of agreement or disagreement with statements: purchasing food and wasting food (base 489)

In the 2012 study respondents were asked for their agreement with the statement ‘we waste too much food in the UK, people should only buy what they need’, with 91% of respondents agreeing to some extent with the statement. In the 2015 baseline survey this statement was broken down into two parts: ‘we waste too much food in the UK’, to test respondents’ knowledge of current practices, and ‘people should only buy the amount of food they need’ to capture the attitudinal/ normative aspect. While 87% of panel respondents strongly agree with the statement ‘we waste too much food in the UK’, far fewer (68%) strongly agree with the normative statement that people should only buy the food they need. Respondents in the 66 and over age group are most likely to agree strongly with the normative statement (90%). Anecdotal evidence from early deliberative activities with the panel shows that respondents report themselves to produce lower than average food waste, which may explain the disparity between beliefs about the scale of the problem and the need for personal action.

3 For clarity values are as follows:

	Neither agree nor disagree	Slightly disagree	Strongly disagree
2015: People should buy only what they need.	6	2	1
2015: We waste too much food in the UK.	1	0	1
2012: We waste too much food in the UK, people should only buy what they need.	6	2	1

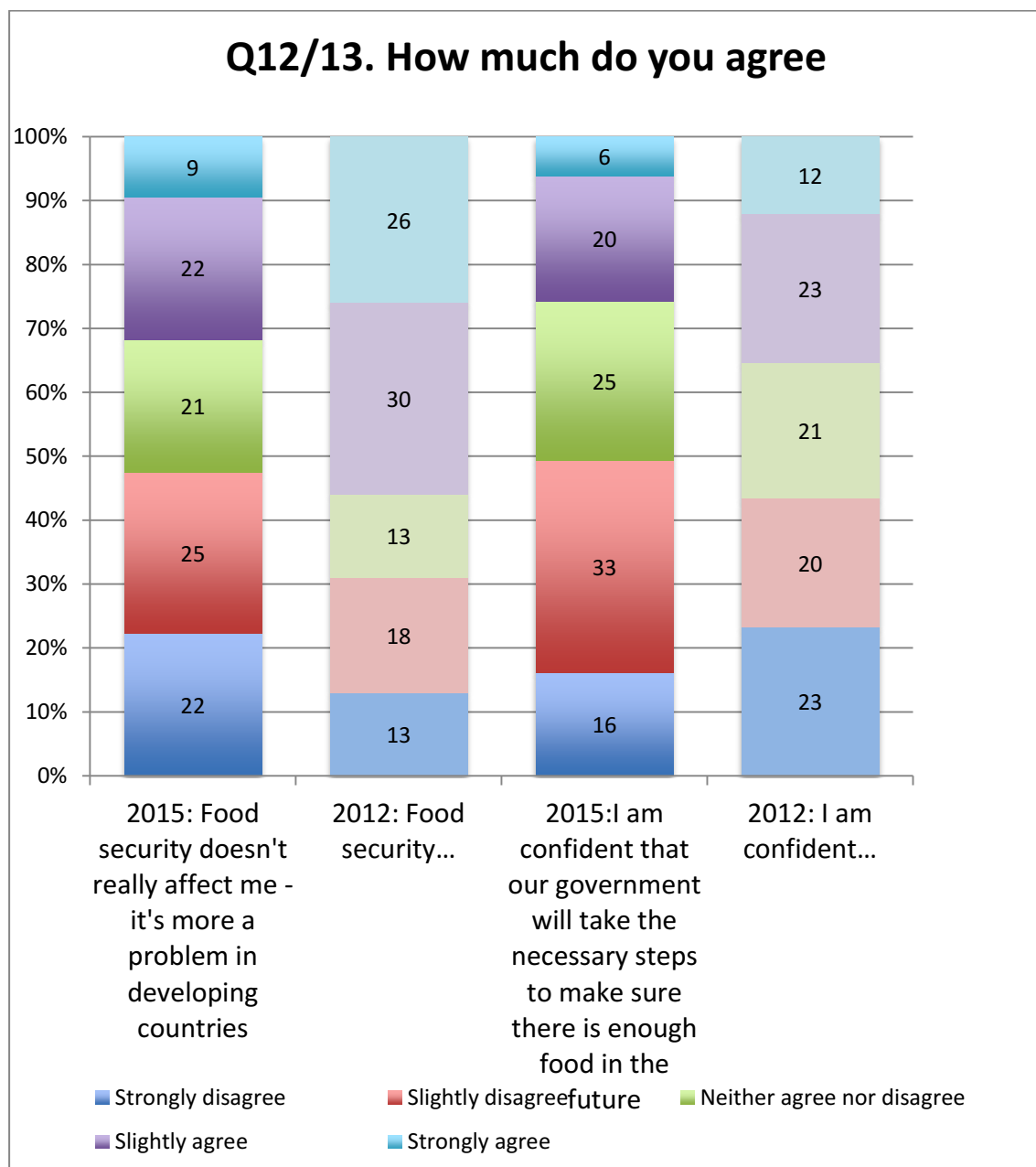


Figure 8. Extent of agreement or disagreement with statements: food security as a problem in developing countries and confidence in government to ensure sufficient food in the future (base 489)

Almost one-third (31%) of respondents in the 2015 survey agree (strongly or slightly) that ‘food security doesn’t really affect me’, compared with 55% in the 2012 omnibus. Men (36%) are more likely than women (29%) to agree with this statement.

More people agree than disagree with the statement, ‘I am confident that our government will take the necessary steps to make sure there is enough food in the future’, in both 2012 and 2015. In 2012 43% disagreed to some extent, compared with 35% who agreed; in 2015 49% disagree, compared with 26% who agree. In 2015, respondents in the 66 and over age group are more likely than those in other age groups to agree with this statement (13% strongly agree and 37% slightly agree).

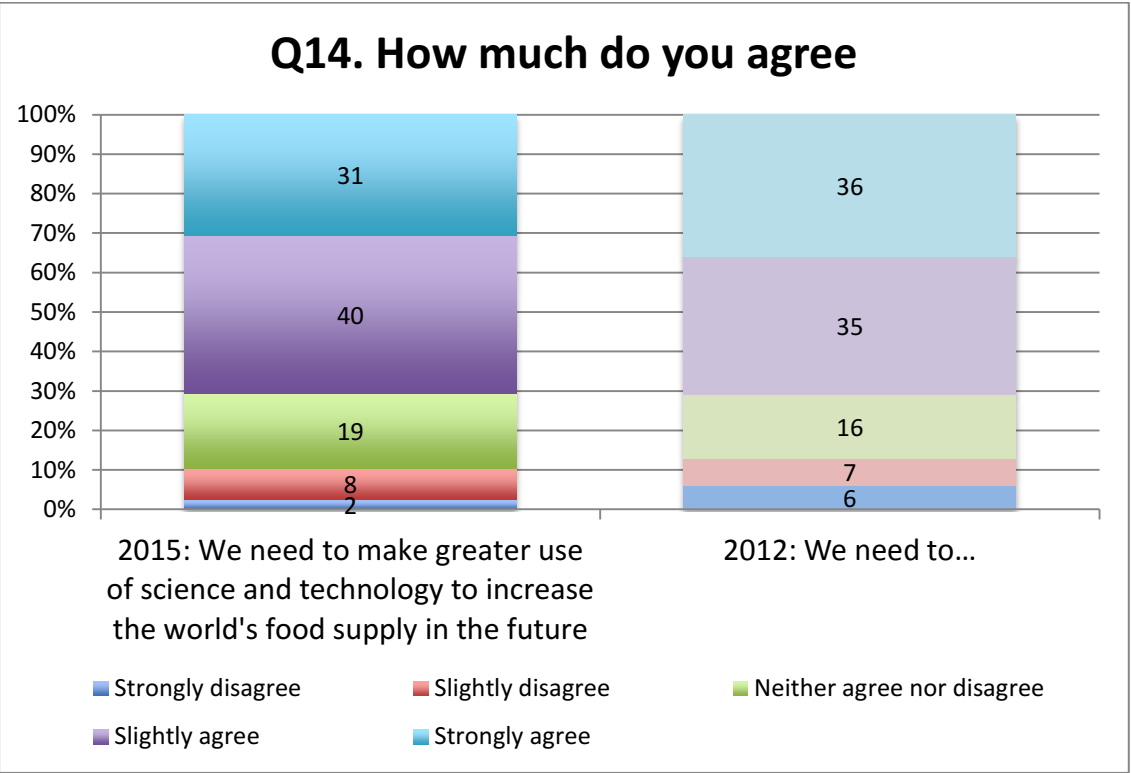


Figure 9. Extent of agreement or disagreement with statements: using science and technology to increase food supply (base 489)

As in the 2012 sample most respondents on the panel agree with the need to use science and technology to increase food supply, with 71% agreeing strongly or slightly, the same percentage as in the 2012 sample. Amongst the panel sample, women are less likely than men to strongly agree (25% and 38% respectively)

The following questions were new to this survey, and so there is no comparable baseline data from 2012.

Respondents were asked to what extent they agree or disagree that ‘people should be encouraged to change their diets to eat food that is good for their health’. The majority of respondents agree with this statement.

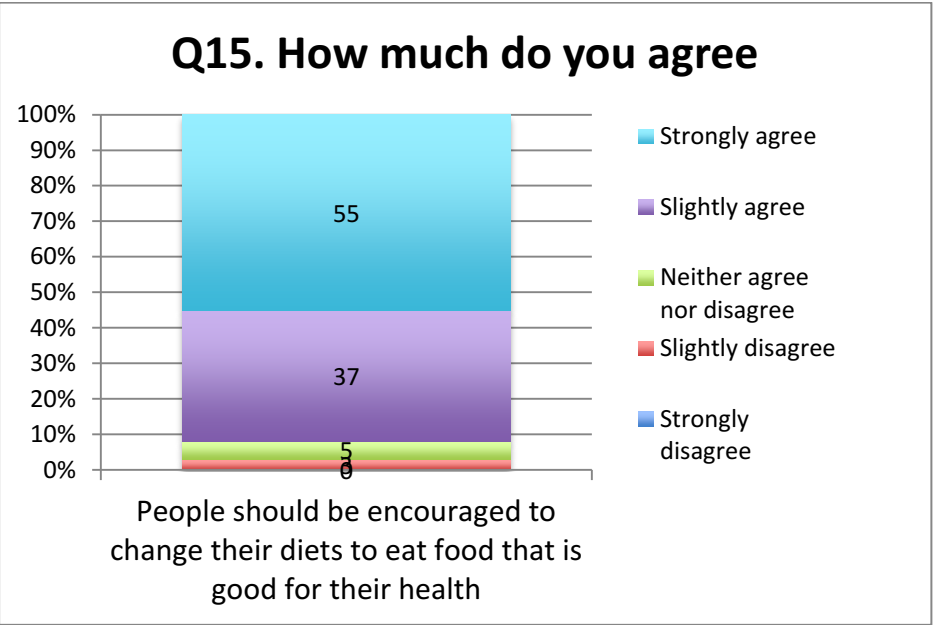


Figure 10. Extent of agreement or disagreement with statement: encourage consumption of healthy food (489)⁴

The next set of questions asked respondents whether they agree or disagree with statements designed to test their attitudes to food production. Questions 16 and 17 asked about attitudes to local food production, and behaviour. The majority (81%) of respondents agree strongly or slightly that ‘we need to increase the amount of food grown in towns and gardens’ and almost one third (31%) report that they grow their own fruit and vegetables. Respondents in the 66 and over age group are more likely than those in other age groups to strongly agree that more food should be grown in towns and gardens (57%, with the next largest proportion of 44% in the 41-55 age group).

⁴ For clarity values are as follows:

	Neither agree nor disagree	Slightly disagree	Strongly disagree
People should be encouraged to change their diet to eat food that is good for their health	5	3	0

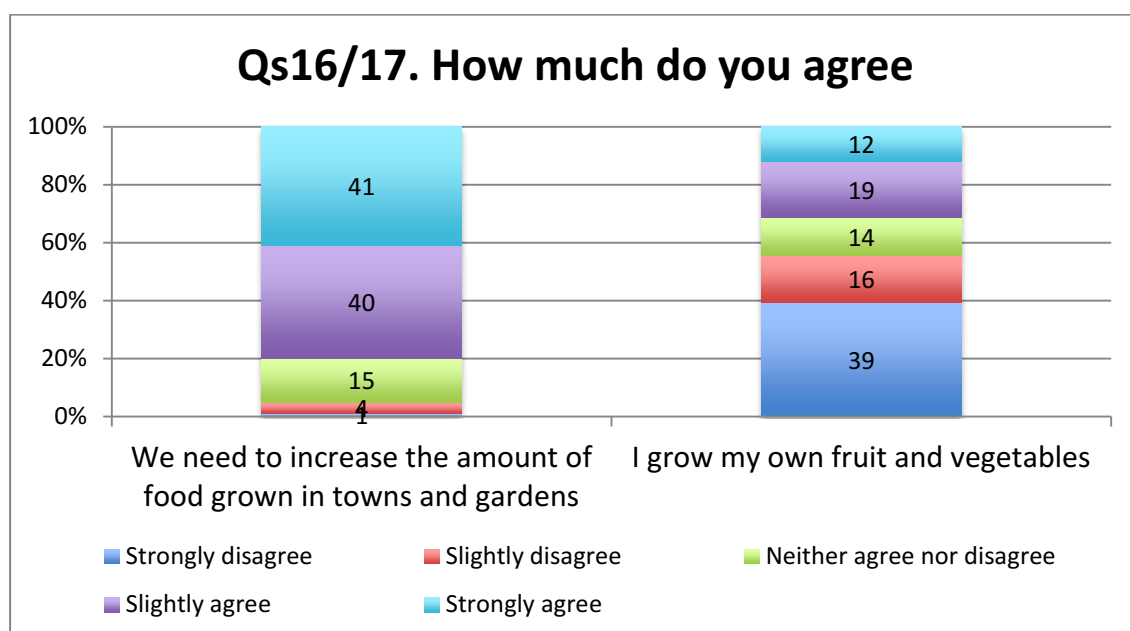


Figure 11. Extent of agreement or disagreement with statements: need to increase amount of food grown in towns and gardens and people who grow their own food (base 489)⁵

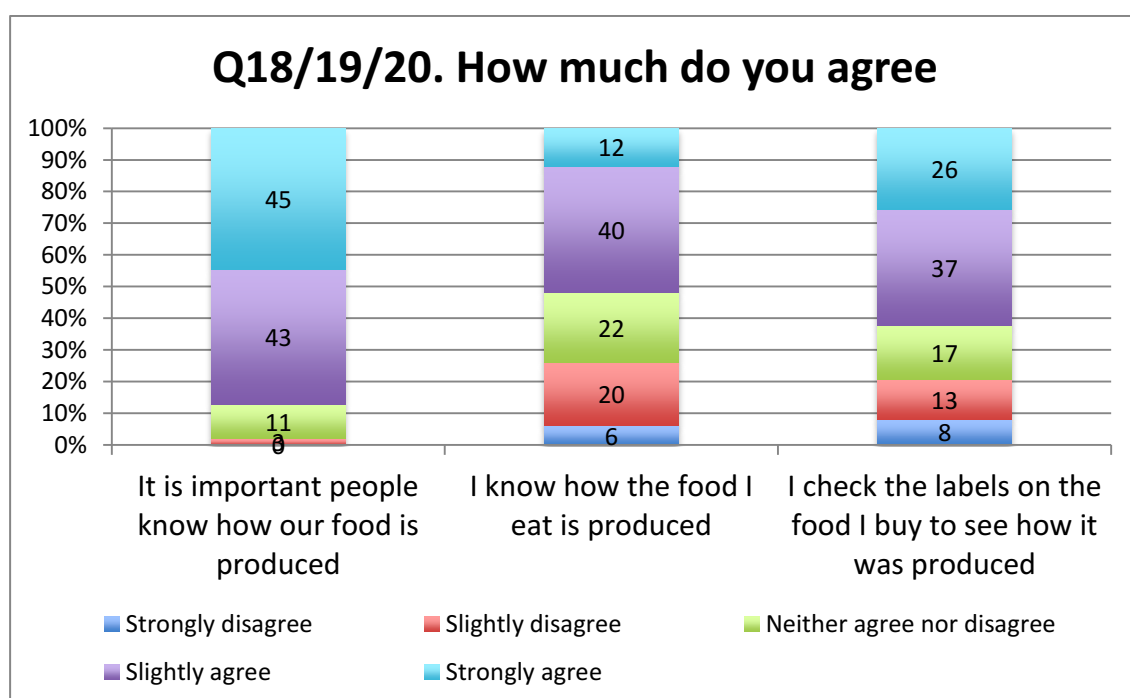


Figure 12. Extent of agreement or disagreement with statements: knowing how food is produced is important, I know how the food I eat is produced, I check labels on food for information on production (base 489)

⁵ For clarity values are as follows:

	Neither agree nor disagree	Slightly disagree	Strongly disagree
We need to increase the amount of food grown in towns and gardens	15	4	1
It is important people know how our food is produced	11	2	0

Three questions addressed knowledge about and attitudes to understanding food production. These questions asked whether respondents agree that it is important for people to know how food is produced, whether they know how the food they consume is produced and whether they look for information on food production on food labels. A large majority of respondents (88%) agree that it is important that people know how food is produced, and just over half (52%) agree that they know how the food they consume is produced. More respondents (63%) report checking labels to see how the food they buy is produced however it is important to note that this is reported rather than observed behaviour and so may not be an accurate reflection of practice.

One third (33%) of respondents in the 66 and over age group strongly agree that they know how the food they eat is produced, compared with 6% in the 26-40 age group. Those in the 66+ age group are also most likely to strongly agree that it is important for people to know how food is produced (60% strongly agree) and to read labels for information on production (53%).

1.7. Factors affecting global food security

In a repeat of questions in the 2012 survey, respondents to the 2015 survey were asked to indicate which of a list of factors will affect food security in the future, and then to identify which of those factors will most affect food security.

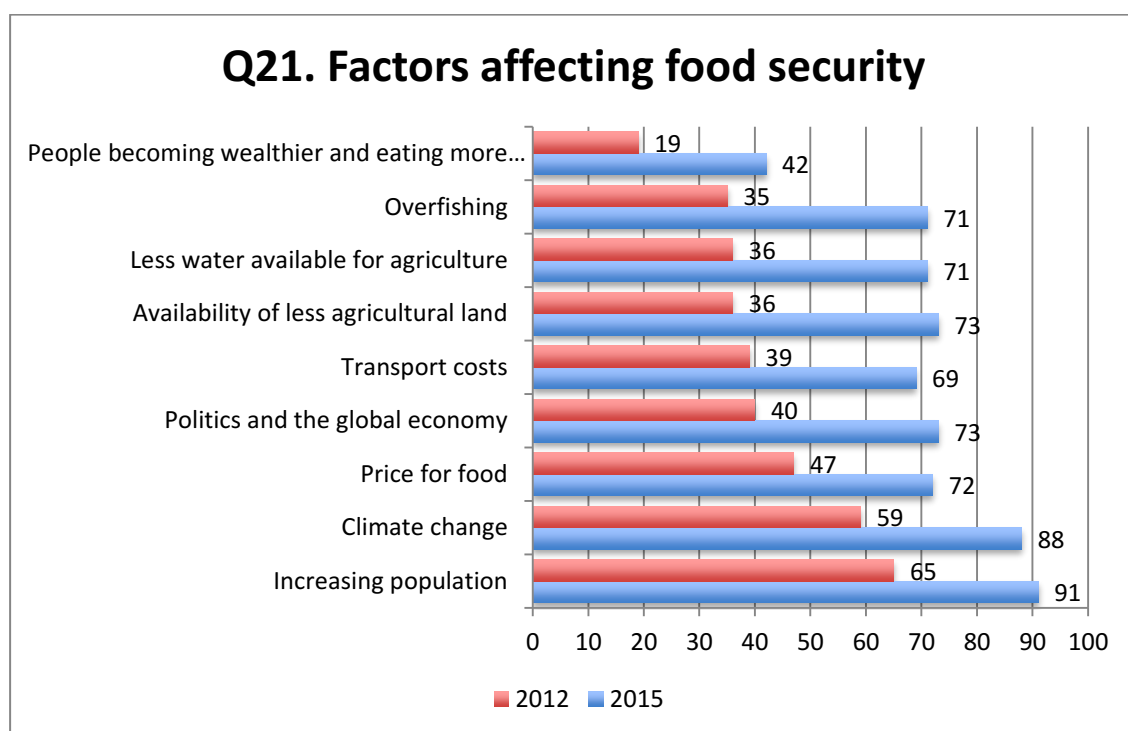


Figure 13. Factors affecting food security (base 489)

In 2015, a larger proportion of respondents than in 2012 identified the listed factors as affecting food security. The relative ordering of the factors was largely the same in both surveys. There is no immediate methodological difference (e.g. question presentation) which could account for the higher level of identification of factors, however it may be linked to the

difference in recruitment approaches, where the panel members are more aware of food security as a topic.

In both surveys, climate change and increasing population were most frequently identified as factors affecting food security, while ‘people becoming wealthier and eating more resource intensive diets’ is the factor chosen least frequently.

Significant differences between subgroups in the 2015 sample to note are:

- Men are more likely than women to identify increasing populations as a factor (95%, compared to 88%)
- Women are more likely to identify the price of food is a factor (80%, compared to 63%), and the availability of less agricultural land (76%, compared to 69% of men).
- People from white ethnic backgrounds are more likely than those from other ethnic backgrounds to identify increasing populations as a factor (92%, compared to 82% respectively)
- Respondents in the 56-65 age group are less likely to identify price as a factor, compared to all younger cohorts (54% of 55-60 year olds, compared to 63% of respondents age 66+ and 79% of 26-40 year olds)
- 41-55 year olds are most likely to identify politics and the global economy as a factor (80%)
- The youngest respondents (18-25) are least likely to identify transport costs as a factor (56%), but most likely to note the availability of less agricultural land.

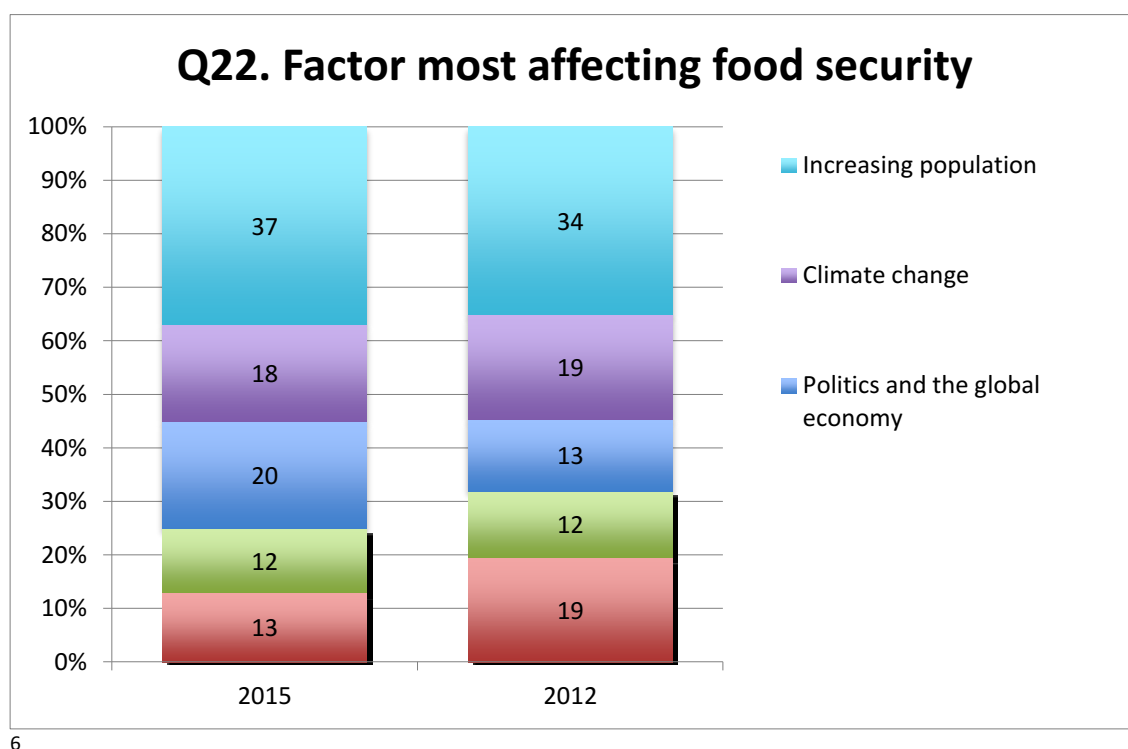


Figure 14. Which factor most affects food security (base 489)

When asked to select the one factor which will *most* affect food security, three quarters of respondents selected one of three factors: increasing population, climate change, or politics and the global economy. The major demographic variations are that male respondents are more likely than female respondents to identify increasing population (46% and 30% respectively) while female respondents are more likely than male respondents to select food prices (15% and 8% respectively) or politics and the global economy (24% and 14% respectively). Respondents in age groups 18-25 and 26-40 are more likely than those in other age groups to identify food prices and less likely than those in other age groups to identify politics and the global economy as the factor that will most affect food security.

⁶ Table 1: Data not shown in chart 14

	2015	2012		2015	2012
<i>Increasing population</i>	37%	34%	<i>People becoming wealthier and eating more resource intensive diets</i>	2%	2%
<i>Climate change</i>	18%	19%	<i>Transport costs</i>	1%	3%
<i>Politics and the global economy</i>	20%	13%	<i>Overfishing</i>	1%	1%
<i>Price for food</i>	12%	12%	<i>Other</i>	0%	1%
<i>Availability of less agricultural land</i>	5%	6%	<i>None of these</i>	n/a	1%
<i>Less water available for agriculture</i>	4%	2%	<i>Don't know</i>	n/a	3%

These results are broadly similar to those from the 2012 survey, though more respondents in the 2015 panel selected ‘politics and the global economy’ as the factor most affecting food security.

1.8. Behaviours and attitudes

The 2015 public panel baseline survey introduced four new questions exploring respondents’ attitudes and behaviours towards their own food purchasing and consumption.

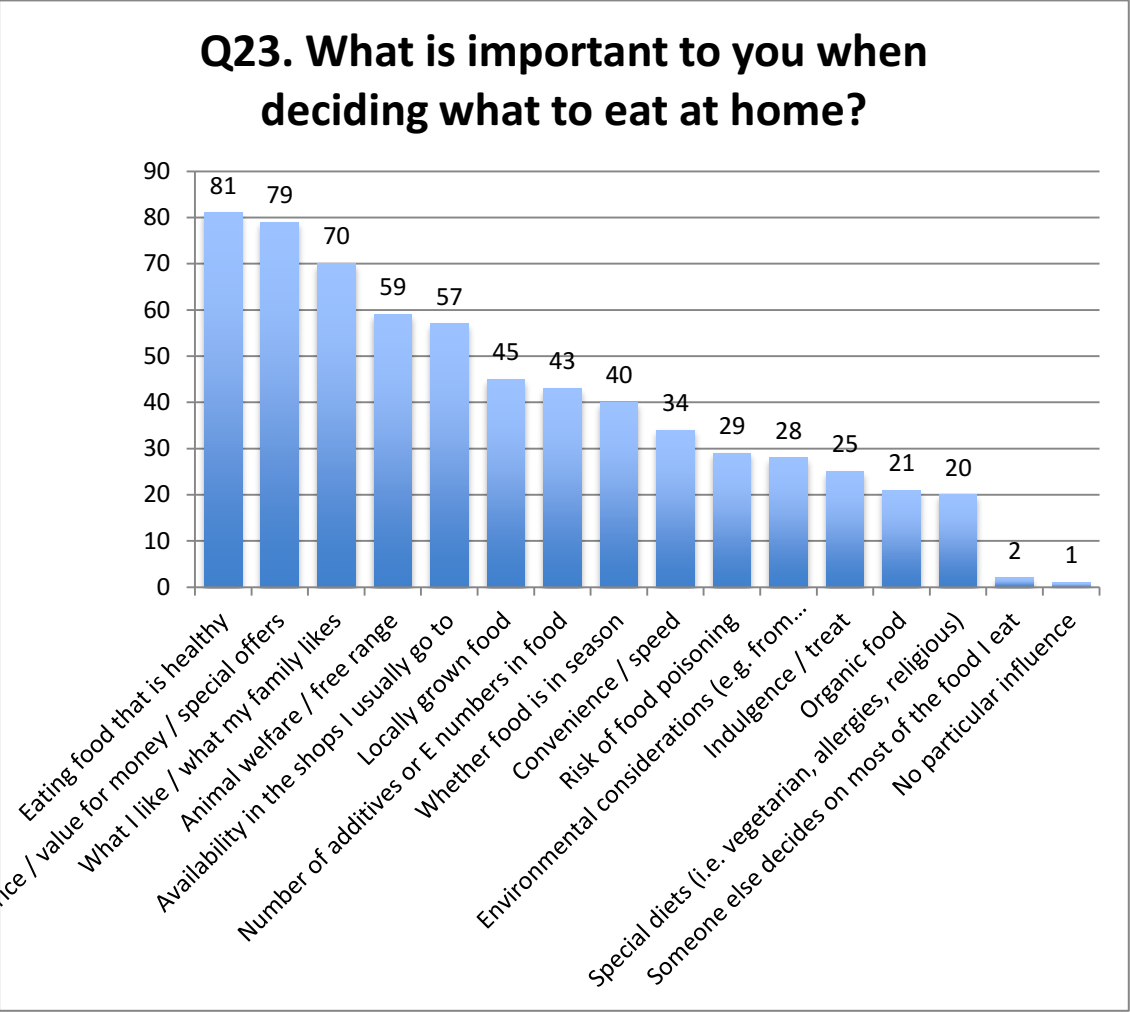


Figure 15. Factors affecting home consumption choices (base 489)

Figure 14 shows responses to the question, ‘what is important to you when deciding what to eat at home’. Respondents could select as many items as they wished and most selected several.

‘Eating food that is healthy’ and ‘price/value for money/special offers’ were the items selected most frequently (81% and 79% of respondents respectively), and this was consistent across demographic groups. Other items showed demographic variation. In particular there are differences between the two oldest age groups (55-65 and 65+) and the younger age brackets.

Environmental considerations, locally grown food, whether food is in season and presence of additives are all more important to respondents in the older age groups. Seasonality and

locally grown are chosen more often by female respondents. Younger groups are more likely to select convenience/speed and indulgence/treat (18-25, 26-40 and 41-55). People from white ethnic backgrounds are more likely to identify animal welfare, locally grown food, and whether food is in season; those from other ethnic backgrounds are more likely to select healthy food, and convenience/speed.

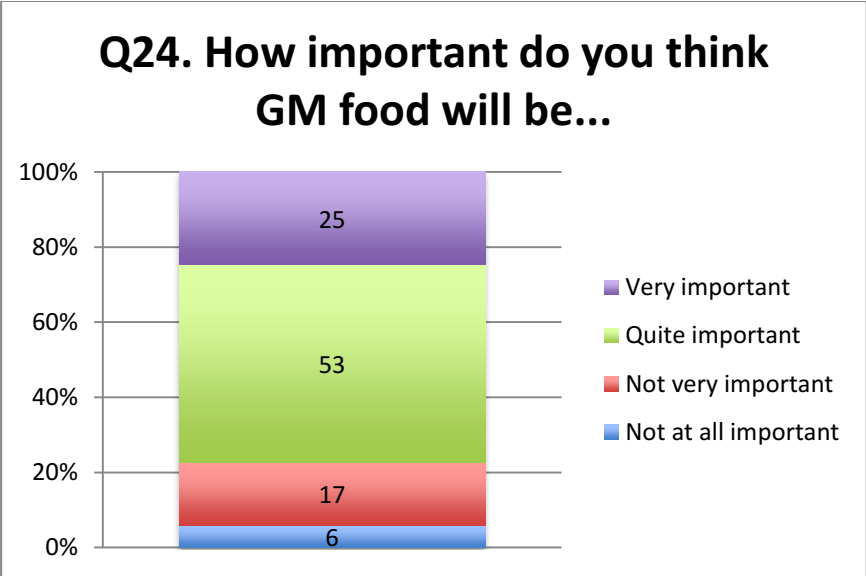


Figure 16. Importance or unimportance of genetically modified food to feed future population (base 489)

Question 24 asked respondents ‘how important do you think genetically-modified food will be to feeding a growing population in the future?’. Over three-quarters of respondents (77%) state it will be quite or very important, and just under a quarter (23%) state it will be not very or not at all important. Men are more likely than women to believe genetically modified food will be very important, as are respondents in the youngest age group (18-25).

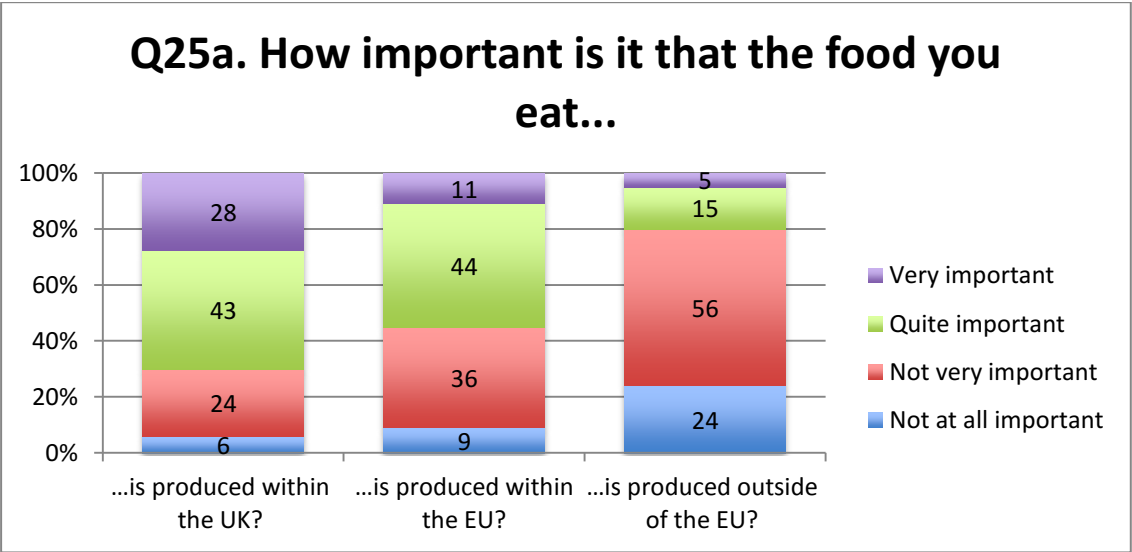


Figure 17. Importance or unimportance of location of food production (base 489)

In the first part of a two-part question, respondents were asked how important it is to them where their food is produced: within the UK, the EU and outside the EU. More respondents

stated it is important that their food is produced in the UK (72%), than in the EU (55%), and just 20% state it is very or quite important that food is produced outside of the EU.

Those in the 66+ age group are most likely to state that it is important that their food is produced in the UK (57%), while respondents in the 18-25 age group are most likely to state it was not very important (39%). Younger respondents were also less likely to state it is important that the food they consume is produced in the EU (8% state it was very important, and 34% quite important). People from white ethnic backgrounds are most likely to often state that it is not at all important (25%).

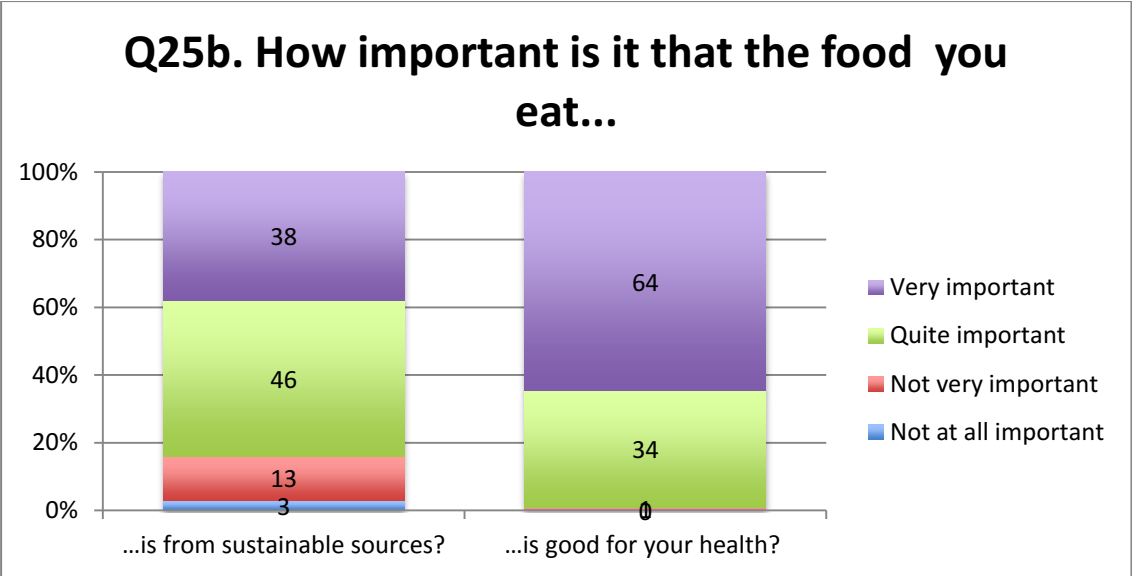


Figure 18. Importance or unimportance of food being from sustainable sources, being good for health (base 489)⁷

The second part of the question (Figure 18) asked respondents how important to them it is that the food they eat is ‘from sustainable sources’ or ‘good for your health’. Both items are identified as important by the large majority of respondents: 84% identify sustainability as quite or very important, and 98% state it is important that they food they eat is ‘good for your health’. Respondents in the 56-65 and 66+ age groups are most likely to identify both sustainability and health as ‘very’ important, while those in younger age groups are most likely to state they are ‘quite’ important.

⁷ For clarity values are as follows:

	Not important	very	Not at important	all
How important is it to you that food is from sustainable sources?	13		3	
How important is it to you that food is good for your health?	1		0	

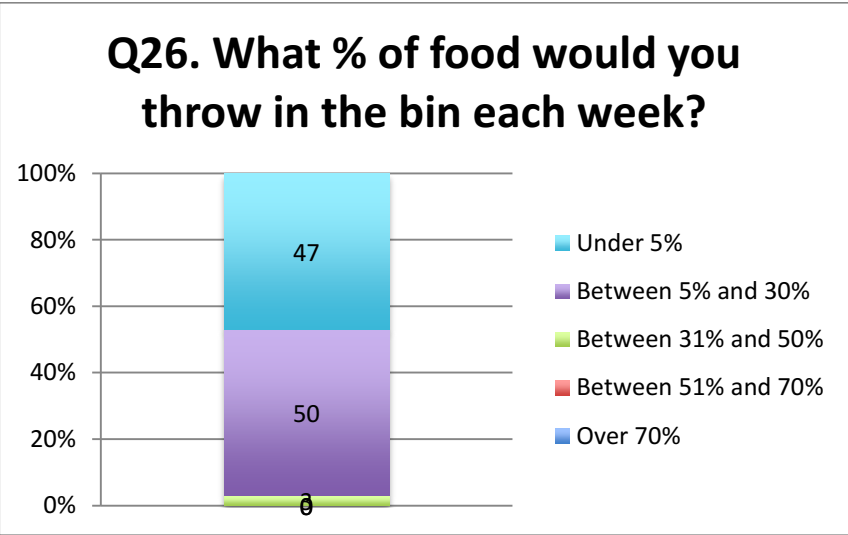


Figure 19. Percentage of food wasted each week⁸

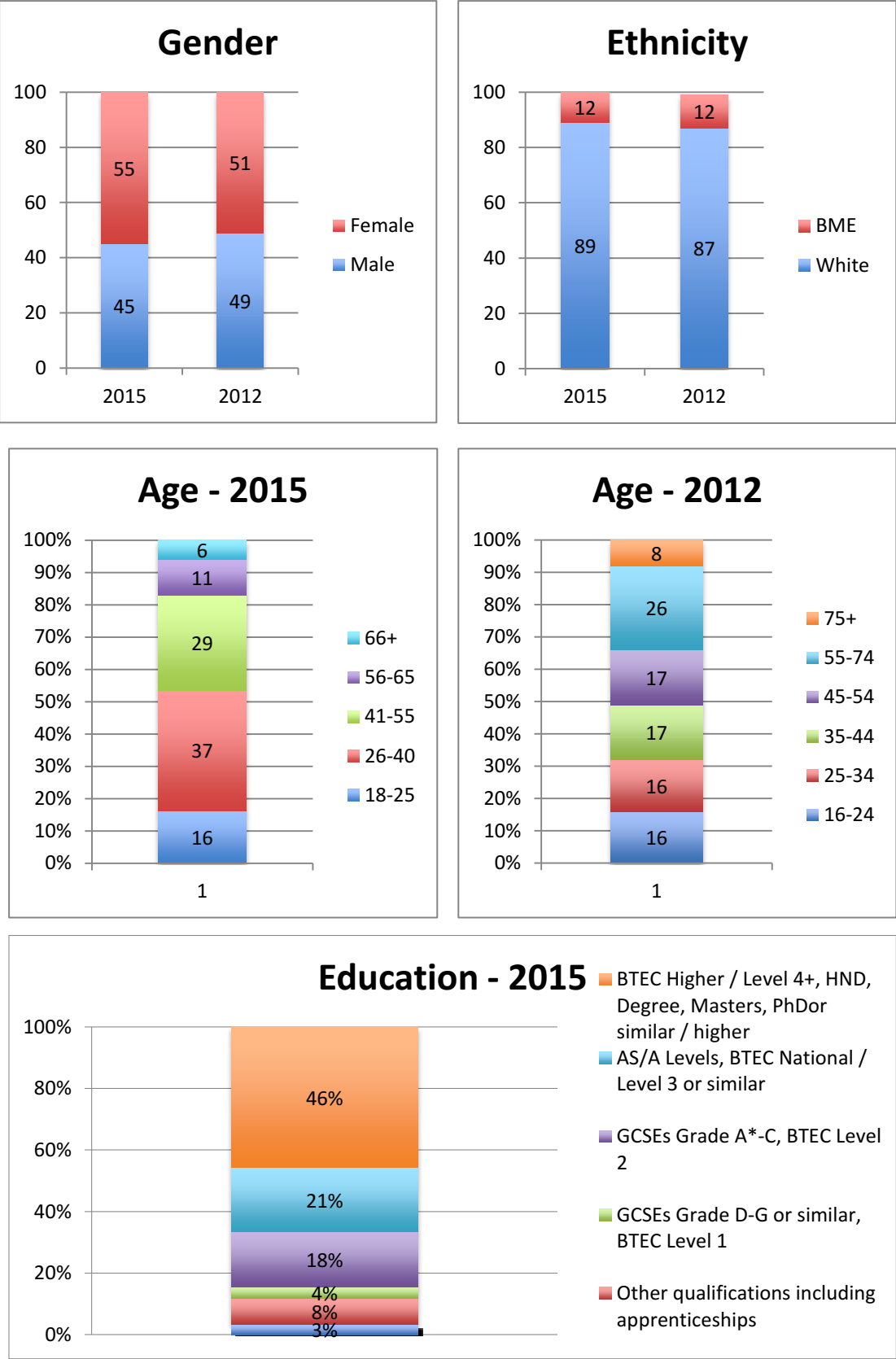
Respondents were asked what proportion of food they would throw away each week. The vast majority of respondents (97%) selected either ‘under 5%’ or ‘between 5% and 30%’. The mean amount indicated was 11%.

Respondents in the 56-65 and 66+ are more likely to state they throw away ‘under 5%’, while those in younger age groups are more likely to select ‘between 5% and 30%’. Male respondents are more likely than female respondents to report that they would throw away less than 5% of food, while female respondents were more likely to report between 5 and 30%.

⁸ For clarity values are as follows:

	Between 31% and 50%	Between 50% and 70%	More than 70%
What % of food would you throw in the bin each week?	3	0	0

Appendix A: Demographics



Appendix B: Survey questions

Q1. Before joining this panel, had you heard of the term 'global food security'?

- Yes
- No

Q2. What does 'global food security' mean to you?

Q3. Before joining this panel, had you heard of the Global Food Security programme?

- Yes
- No

Q4. Global Food Security occurs when everyone has access to safe, affordable and nutritious food, all of the time and in ways the planet can sustain into the future. How much of an issue do you think food security is in the world today?

- A big issue
- Quite a big issue
- Not that much of an issue
- Not an issue at all

Q5. How much of an issue do you think food security is in the UK today?

- A big issue
- Quite a big issue
- Not that much of an issue
- Not an issue at all

You will now be shown a series of statements, I'd like you to tell me how much you agree or disagree with each statement.

		Strongly agree	Slightly agree	Neither agree nor disagree	Slightly disagree	Strongly disagree
Q6	Developed countries such as the UK need to eat less or there won't be enough food to go around					
Q7	People should be encouraged to change their diets to eat food that takes less resources to produce					
Q8	The amount of food produced in the world needs to increase to feed everyone					
Q9	We already grow enough food in the world - the problem is getting it to those who need it most					
Q10	People should only buy the amount of food they need					
Q11	We waste too much food in the UK					
Q12	Food security doesn't really affect me - it's more a problem in developing countries					
Q13	I am confident that our government will take the necessary steps to make sure there is enough food in the future					
Q14	We need to make greater use of science and technology to increase the world's food supply in the future					
Q15	People should be encouraged to change their diets to each food that is good for their health					

Q16	We need to increase the amount of food grown in towns and garden					
Q17	I grow my own fruit and vegetables					
Q18	It is important people know how our food is produced					
Q19	I check the labels on the food I buy to see how it was produced					
Q20	I know how the food I eat is produced					

Q21. Which of the following factors will affect food security in the future? *Please select as many as apply*

- Increasing population
- Climate change
- Price for food
- Politics and the global economy
- Transport costs
- Availability of less agricultural land
- Less water available for agriculture
- Overfishing
- People becoming wealthier and eating more resource intensive diets
- Other

Q22. And which of these do you think will have the MOST effect on food security in the future? *Please select only one*

- Increasing population
- Climate change
- Price for food
- Politics and the global economy
- Transport costs
- Availability of less agricultural land

- Less water available for agriculture
- Overfishing
- People becoming wealthier and eating more resource intensive diets
- Other

Q23. What would you say is important to you when deciding what to buy to eat at home?
Please select as many as apply

- Animal welfare / free range
- Availability in the shops I usually go to
- Convenience / speed
- Eating food that is healthy
- Environmental considerations (e.g. from sustainable source, impact on landscape)
- Risk of food poisoning
- Indulgence / treat
- Locally grown food
- Number of additives or E numbers in food
- Organic food
- Price / value for money / special offers
- Special diets (i.e. vegetarian, allergies, religious)
- What I like / what my family likes
- Whether food is in season
- Someone else decides on most of the food I eat
- No particular influence

Q24. How important do you think genetically-modified food will be to feeding a growing population in the future?

- Very important
- Quite important
- Not very important
- Not at all important

Q25. In general, how important is it to you that the food you eat..

		Very important	Quite important	Not very important	Not at all important
Q26	...is produced within the UK?				
Q27	...is produced within the EU?				
Q28	...is produced outside of the EU?				
Q29	...is from sustainable sources?				
Q30	...is good for your health?				

Q26. And lastly, approximately what percentage of food would you throw in the bin at the end of each week? *Please select one*

- Under 5%
- Between 5% and 30%
- Between 31% and 50%
- Between 51% and 70%
- Over 70%