Gwell Cysylltiadau Busnes Organig

BOBL

Better Organic Business Links

An Organic Centre Wales project

Consumer Attitudes towards Organic Food

Survey of the General Public

October 2010

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Cronfa Amaethyddol Ewrop ar gyfer Datblygu Gwledig: Ewrop yn Buddsoddi mewn Ardaloedd Gwledig
The European Agricultural Fund for Rural Development: Europe Investing in Rural Areas

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Better Organic Business Links
The BOBL project is designed to support the primary producer in Wales and grow the market for Welsh organic produce in a sustainable way. The project will develop new, emerging and existing markets for organic produce whilst driving innovation, at all levels, within the supply chain. It will strive to increase the consumer demand and markets for organic produce, especially in the home market whilst also ensuring that the primary producers are aware of market demands. The project will provide valuable market information to primary producers and the organic sector in general. The overall aim is to support a thriving Welsh organic sector so that the benefits of WAG investment in the Organic Farming Scheme to generate agri-environmental benefits, and in the Welsh Organic Action Plan to support rural development and sustainable food production, can be fully realised.

Delivery of the project is divided into five main areas of work:

- Driving innovation
- Consumer information and image development of organic food and farming in Wales
- Market development
- Market intelligence
- Addressing key structural problems within the sector.

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A. Background and Research Method

The Better Organic Business Links (BOBL) is a project run by Organic Centre Wales which seeks to support the development of organic supply chains in Wales. The BOBL project commissioned research into the attitudes of consumers to organic produce to provide organic businesses in Wales with a better understanding about consumer attitudes to organic food and farming, and how they can be influenced.

The main focus of research was a consumer attitudes survey among a representative sample of principal or joint grocery shoppers in Wales (704 interviews) and England / Scotland (703 interviews). Interviews were conducted via a structured questionnaire (see Appendix) via telephone between 1st and 17th June.

The main findings from this survey are set out below, together with the conclusions from a preceding review of existing evidence of consumer attitudes: this review included analysis of household panel data, previous research and discussions with key stakeholders in the sector. It was used to shape the information requirements for the survey.

B. The Organic Market & Consumer Behaviour

Implications for survey following review of existing evidence
Information gathered from the Soil Association market report and Kantar Worldpanel data highlighted that the survey should aim to gain an understanding of the different organic markets that consumers engage in, as well as their sources for purchasing organic products. An analysis of behavioural commitment to the market and will be a powerful ally to attitudinal segmentation and provide an opportunity to compare claimed purchasing of organic products with 'real' household panel data.

Findings from the survey

- Overall, more than three-quarters (77%) of consumers claimed to have purchased organic produce to some degree and this level of claimed purchasing is close to the level recorded by 'real' purchase panel data (88%). This points to lower levels of incidental purchasing (gap between real and claimed) than found in 2003 when claimed purchase was at 48%, with panel data recording organic purchases in 77% of households.

- Purchasing of organic produce is not a black and white issue of 'do' or 'don't' as evidenced by the following:

    - On average consumers were purchasing organic produce in 4.3 out of the 13 categories presented to them

    - Only 2% of consumers bought organic produce in every category they made purchases in.

- Out of all 1,407 people interviewed, no-one was purchasing organic 'always / mostly' in every category they made purchases in.

- Furthermore, loyalty among organic purchasers in each category is limited. Other than eggs[1], in each category a maximum of one third of organic purchasers 'always / mostly' choose organic when buying in that category.

- Given the above, it is advisable that any future communications / marketing needs to be inclusive in tone – encouraging increased organic purchase but not aiming to 'convert' consumers to a fully organic shopping basket as this would be unrealistic and is likely to be de-motivating.

- Among the 23% of consumers who do not purchase organic produce, future intention to purchase was low - only around 1 in 10 of this group claimed they were 'fairly likely' to buy organic produce in the future. The overwhelming barrier to purchase among this group was stated as price.

- Conversion of the non-organic purchasing group should therefore not be regarded as a priority, particularly when considering the scope for increasing purchase frequency with the considerable proportion of shoppers who are already purchasing organic produce.

C. Profile of Organic Consumer

Review of existing evidence
The Kantar Worldpanel data established the demographic profile of organic and non-organic shoppers on the basis of actual sales.

The Survey collects a variety of different demographic information, not necessarily to establish the overall profile of organic shoppers, but to link demographics to attitudinal data. To maximise the use of attitudinal segmentation and to assist in the targeting of messages the types of consumer who belong to each segment are identified.

Findings from the survey

- In terms of demographics, the strongest relationship with weight of organic purchasing was social grade, with those from the higher social grade ABC1 being more likely to be heavier purchasers. However, it is not exclusively ABC1s who make up this group with C2DEs accounting 40% of 'heavy purchasers' in Wales and 31% in England / Scotland.

[1] However this is a misleading response as around 60% of consumers claim to always/mostly buy organic eggs, yet organic egg sales only make up 4% of all egg sales.

- Similarly, those with the most positive attitudes towards organic produce were also over-represented by ABC1s as well as being slightly more likely to be female.

- Whilst the supermarket was the main outlet for purchasing fresh produce for all groups, heavier organic buyers were more likely (than other groups) to use butchers, greengrocers, local convenience stores, markets (local and farmers) and farm shops.

D. Awareness and Understanding of Organic Produce

Review of existing evidence
There appears to be some evidence of incidental purchasing of organic products although the main evidence is from several years ago, therefore some claimed purchasing data is collected for comparison with recent Kantar Worldpanel data. Qualitative research suggests, and stakeholders believe, that consumers have little understanding about organic produce. The survey represented an opportunity for a quantitative measurement of organic knowledge and benefits. Establishing a baseline in terms of 'organic' knowledge is helpful in determining where further communication is required, particularly in the context of what is important or what motivates consumers.

Findings from the survey

- When asked to **spontaneously** outline their understanding of the concept of organic products, encouragingly nearly all consumers were able to say something. Response tends to be focussed on the means of production, with three quarters mentioning some explanation of the chemical free way in which organic produce is grown / bred.

- At this level (spontaneous description) fewer respondents made mention of health, taste, quality and environmental benefits of organic produce, suggesting perhaps that these product benefits are not top of mind associations for consumers.

- However, when **prompted**, a majority of all consumers agreed with statements concerning some of the benefits of organic produce – in particular *means better standard of animal welfare* (74% Wales, 73% England / Scotland), *allows wildlife to flourish* (71%, 68%) and *is healthier* (60%, 59%) suggesting that these are credible messages which the general public will be receptive to hearing more about.

- Around half also agreed that *organic produce is better quality* and *tastes better.* However, only just over a quarter believe that organic produce *offers good value for money.* This suggests that the benefits associated with organic are not sufficiently important to some consumers to create good value perceptions or that the benefits are not sufficiently understood / reinforced often enough. This would corroborate with product benefits not featuring high on the list of spontaneous associations and highlights the need for increased effort in this area. It is also reinforced by the fact that around half of all consumers agreed with the statement *I don't really know enough about organic produce to justify paying for it.*

E. Motivations and Barriers to Purchasing Organic Produce

Review of existing evidence
There are clearly a wide variety of issues that act as motivators and barriers across the different organic sectors. Whilst the onepoll.com survey has dipped its 'toe in the water' in terms of motivations (but not barriers), more substantive quantitative data from the TNS research is now over 7 years old and much may have changed since. Whilst there is more recent qualitative assessment of motivations and barriers and much opinion on this from stakeholders, the survey seeks to fill the quantitative gap in this area and focus on barriers and motivations.

Findings from the survey

- Motivations to purchase organic produce centre on health, taste, fewer chemicals and animal welfare. As such, these elements should be strong components of any communication / marketing aiming to reinforce positive organic messages and increase purchase frequency.
- In addition, anything that can highlight the existence of small or non-existent price differentials between organic and non-organic produce would be useful in motivating purchase as price is also stated as the major barrier to increased purchasing among those already buying organic produce, as well as those not buying at all.

F. Importance of Organic versus other Purchase Motivations

Review of existing evidence
Existing studies provide overall importance ranking and thus the focus of the survey is to explain why 'organic' holds a low ranking (and how this can be improved) by a detailed understanding of barriers and motivations. Some questions about provenance and the dynamics underlying its relative importance versus organic were needed.

Findings from the survey

- Around 6 in 10 consumers agreed that I'm much more interested in where a product has come from than whether it's organic or not. Further evidence of the importance of provenance is found when examining results to the question which asks consumer to choose directly between an organic and a locally produced product. Around 6 in 10 (64% Wales, 59% England / Scotland) chose the locally produced one with less than 1 in 10 choosing the organic product (8% in both regions).
- Furthermore, even 'heavy' organic purchasers displayed preference for the locally produced product over the organic one (54% vs. 20% in Wales, 49% vs. 21% in England / Scotland). This highlights the importance of provenance and therefore producers should consider stressing this to their customers alongside their organic credentials.

- Whilst the survey does not explicitly question what consumers understand by 'locally produced', there is evidence elsewhere in the survey that its use as a motivating factor is not limited to stressing a product originates from a nearby local farm. For example, consumers in Wales were just as likely to agree that they would be *more likely to buy organic produce if they knew it was from Britain* (62%) as they were *if they knew it came from Wales* (60%). As such, it is possible that many consumers perceive 'local' as coming from Britain (and are motivated by this) rather than coming from overseas.

- When directly choosing between an organic and fair-trade product, results are somewhat closer. However, a ratio of 2:1 shoppers would choose the fair-trade product in preference to the organic one.

G. Segmentation of Consumer Attitudes

Findings from the survey

- Through the use of cluster analysis the survey identifies 6 attitudinal segments among consumers – *organic advocates, organic environmentalists* (broadly favourable to organic produce), *price and origin conscious, no food production concerns* (mixed views on organic produce), environmental doubters and organic detractors (broadly negative to organic produce).

- We recommend that future communications / marketing are aimed at four of these groups: *organic advocates*, *organic environmentalists, price and origin conscious* and *no food production concerns*. These four groups account for 73% of shoppers in Wales and 70% in England / Scotland.

- Communicating the link between organic produce and local produce is key for all of these groups as importance is placed on provenance by all four.

- Whilst both *organic advocates* and *organic environmentalists* already have relatively positive opinions on organic produce, messages need to be reinforced to cement these views. Messages for these groups should centre around health, taste and quality (their current motivations when they do purchase), as well as the environmental benefits for the latter segment. Increasing the prominence of these factors in consumers' minds will help tip the balance when trading off organic benefits versus price at the point of purchase and thus hopefully increase purchase frequency among this already favourable group.

- This tipping of the product benefit vs. price balance is more difficult for the *price and origin conscious* and *no food production concerns* groups. However, for both groups this may be best achieved by stressing the 'local' nature of organic produce. In addition, where small / no price differentials to non-organic produce exist, this needs to be fully exploited among the *price and origin* conscious group.

- For the purposes of targeting, it is worth noting that organic advocates and environmentalists are more likely to be ABC1, are slightly more likely to be female than the average principal grocery shopper and have higher than average consumption of digital media and food-related magazine supplements.

- By contrast, the price and origin conscious groups are slighter older (55+) and more C2DE profile than all shoppers and were more likely than average to consumer traditional media such as radio and newspapers (in Wales at least).

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1. INTRODUCTION

1.1 Background and Objectives

The Better Organic Business Links (BOBL) is a project run by Organic Centre Wales that seeks to support the development of organic supply chains in Wales. Its work encompasses five main areas:

- Supporting innovation in the organic sector
- Providing consumer information and building awareness of organic food and farming
- Developing markets for Welsh organic produce
- Market intelligence
- Addressing key structural problems

The BOBL project commissioned research into the attitudes of consumers to organic produce, to inform the 'market intelligence' aspect of their work, to drive forward delivery of other aspects of work.

The overall purpose of the research is:

To provide organic businesses in Wales with a better understanding about consumer attitudes to organic food and farming, and how they can be influenced.

The data gathered from this research will be used to:

- inform business sales and marketing activity
- inform the planning of the BOBL project
- act as a benchmark wave which can compared against future years to help evaluate the impact of the BOBL project

Whilst some information already exists, particularly in terms of consumer purchasing, the project recognised that original research was required to satisfy all of the objectives. A combination of a review of existing research, and the undertaking of original research was used to explore the following:

- Consumer understanding and attitudes: the degree to which the public recognise that organic food and farming is 'a good thing' in Wales and across the UK generally
- Consumer behaviour: the degree to which the public buy organic products, based on the view that organic food represents 'value' and is thus judged to be good value for money.
- How to achieve improved understanding of consumer attitudes to organic produce from Wales, both inside and outside Wales, in the context of 'value based choices' and the degree to which the public are prepared to pay more for their value based choices.
- Potential for influencing behaviour change: the barriers to conversion of positive attitude towards organic (farming and organic products) into organic purchasing.

The review of existing information sources is contained in a separate document: *Phase 1 Report – Review of Existing Evidence to inform Phase 2.*

This document represents the **report of the main findings from phase 2 – the bespoke consumer attitudes survey.**

1.2 Research Method

A total of 1,407 interviews were conducted across Great Britain with individuals either solely or jointly responsible for purchasing food and grocery items within their household. In order to examine shoppers in the Wales and those in England / Scotland separately, equal volumes of interviews were conducted in each

- 704 in Wales
- 703 in England / Scotland

In essence, for the purposes of this study these two regions can be considered separate research universes and are reported separately.

Initial contacts for our sample of interviews were generated from Random Digit Dial (RDD) telephone numbers purchased for the defined areas to ensure that the initial sample frame was as inclusive as possible (RDD contains both directory and ex-directory numbers).

Within each universe, interlocking quotas were set on gender and age within sub-region and additional quotas were set on social class to ensure that the sample of respondents interviewed was representative of household grocery shoppers for the areas in question. Information from the Food Standards Agency – Public Attitudes towards Food Issues (2009) was used to set these quotas. At analysis stage, weighting was used to fine-tune any imbalances between the profile of the sample achieved and the profile of household grocery shopper according to these key demographics.

The resulting sample profile is as follows:

	WALES				ENGLAND / SCOTLAND			
	Un-weighted		Weighted		Un-weighted		Weighted	
	n	%	n	%	n	%	n	%
Male	210	*30*	212	*30*	211	*30*	211	*30*
Female	494	*70*	491	*70*	492	*70*	493	*70*
16-34	166	*24*	173	*25*	134	*19*	167	*24*
35-54	270	*38*	266	*38*	292	*42*	269	*38*
55+	268	*38*	265	*38*	277	*39*	268	*38*
ABC1	420	*60*	345	*49*	425	*60*	383	*54*
C2DE	272	*39*	346	*49*	270	*38*	313	*44*
Not stated	12	*2*	12	*2*	8	*1*	8	*1*

All interviews were conducted by telephone using CATI (Computer Aided Telephone Interviewing) between 1st and 17th June 2010. The same questionnaire was used across the two regions and this is appended to this report. Respondents based in Wales were given the choice at the beginning of the interview whether they wished to proceed in English or Welsh.

2. UNDERSTANDING OF ORGANIC

Respondents were asked, without any prompting, to outline their understanding of the concept of ‘organic products’ in terms of what it means or represents. The vast majority were able to give some explanation of organic, with only a small number (5% Wales; 4% England/Scotland) saying they did not know or were unsure of what the concept meant.

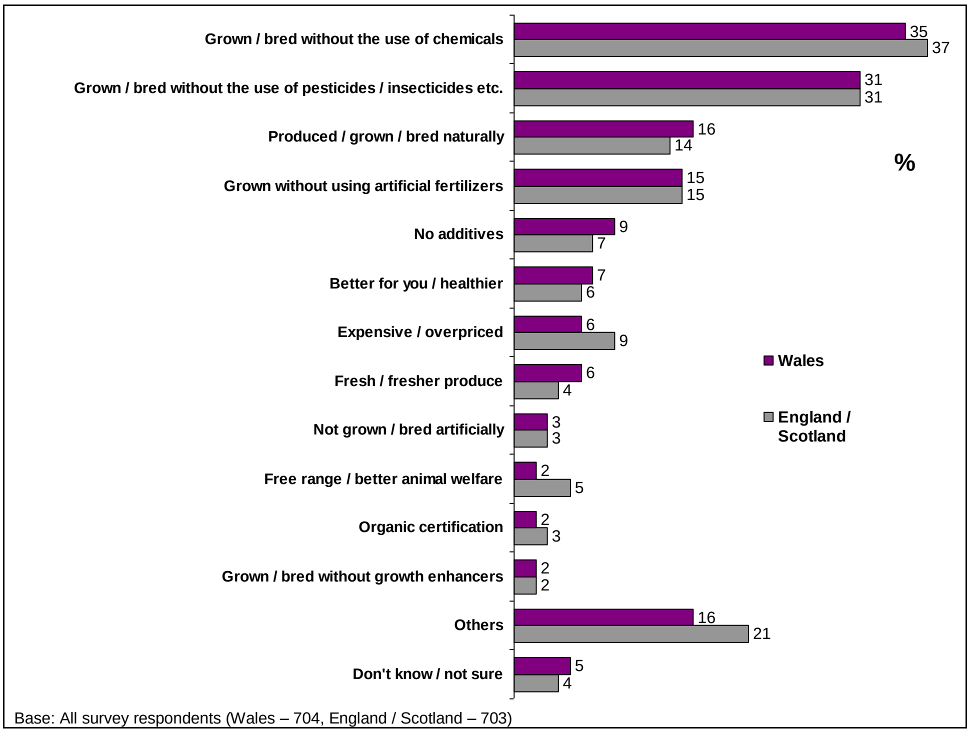
Three quarters of comments (75% Wales, 73% England/Scotland) included some explanation of the chemical free way in which organic food is produced. Around a third of these comments were rather generic, stating that the food was produced without chemicals, while a similar proportion mentioned a specific type of chemical not being used, such as pesticides, insecticides, herbicides and fungicides for crops, and antibiotics for livestock. Another 15% of respondents thought that organic crops were grown without the use of artificial fertilizers.

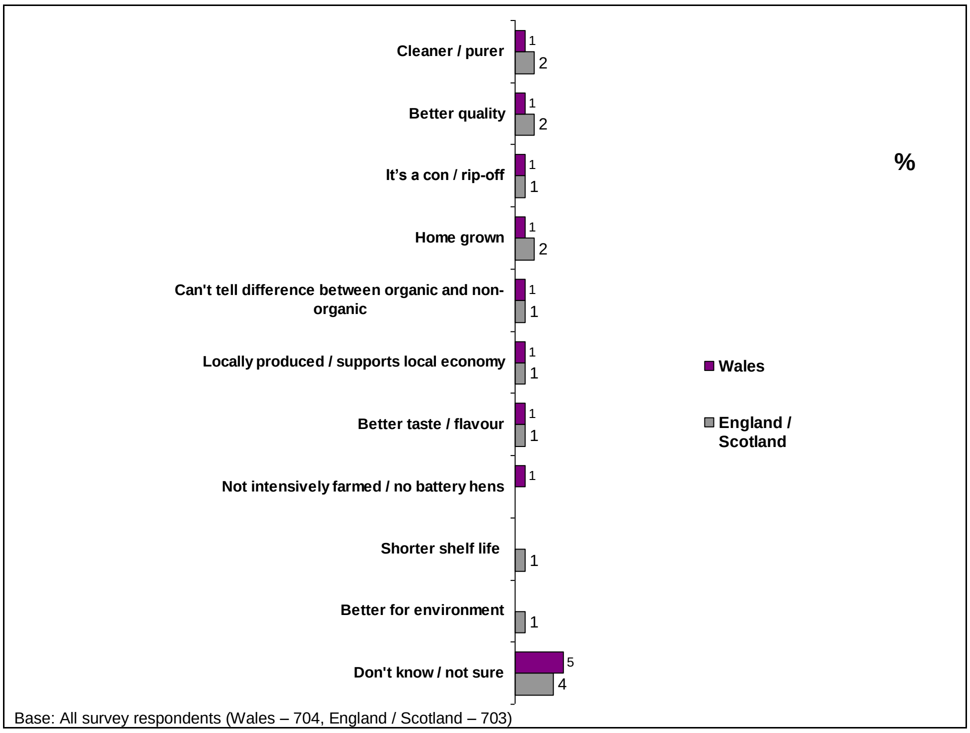
Around one in five (21% Wales; 20% England/Scotland) respondents stated that organic food was produced naturally, with small number of these specifying that growth enhancers are not used for growing or breeding, and that organic products are GM free.

At this point in the interview, only a small number of people made any reference to organic produce being better for their health, better for animals or better for the environment. Similarly, very few people mentioned any taste or quality advantage that organic produce may have over non-organically produced food, although all of these factors became more apparent when looking at the motivators to purchase organic products.

Although price was spontaneously mentioned by around one in ten respondents, this takes on more significance when looking at barriers to purchase as detailed in section 4.2. Similarly, only a very small proportion displayed any scepticism about the organic process at this point (only 1% of respondents felt that the label ‘organic’ was a con, a gimmick or a marketing ploy).

Figure 1: Spontaneous explanations of the concept of 'organic products'





Source: Q5b

Those respondents who were heavier consumers of organic produce tended to be able to provide more information on what organic produce means or represents. However, their pattern of responses was similar to all consumers in that associations were dominated by the means of production rather than explicit product benefits. For example, 44% of heavy users in Wales & 47% in England / Scotland mentioned 'grown without the use of chemicals' whereas only 10% and 3% respectively mentioned 'better for your health'.

3. PURCHASING BEHAVIOUR

3.1 Overall level of purchasing of organic produce

Shoppers were asked how frequently, if at all, they purchased organic produce in a variety of food and drink categories in addition to some non-food areas as follows:

- Fresh fruit and vegetables
- Eggs
- Milk and other dairy products
- Pork / chicken / bacon
- Flour, cereals and bakery products
- Chilled convenience foods (such as ready meals, pate, coleslaw, dips)
- Alcoholic drinks
- Soft drinks (including tea and coffee)
- Food products for children over three (such as lunchbox items)
- Beef
- Lamb
- Clothes and other textiles
- Beauty and personal care products

The survey found that the majority of shoppers purchased organic produce at some level. In both in Wales and in England / Scotland, 77% of consumers reported that they had bought organic produce in one or more of the above categories.

This is lower than household panel data which in 2009 found that 88% of households purchased at least some organic produce, indicating a level of incidental purchase. However, the difference between the 'real' (panel) data and the self-reported (survey) data is less than equivalent measures recorded in 2003, when 77% were purchasing according to panel data and only 48% according to self-reported survey data. This perhaps points to lower levels of incidental organic purchasing nowadays with shoppers more aware of what they are buying when purchasing organic produce.

On average, shoppers had bought organic produce in 4.3 of the above categories.[2] It is also worth noting that very few consumers had bought organic produce in every category they purchase in – only 2% in Wales and the same proportion in England and Scotland – highlighting that there is no absolute black and white demarcation between the organic and non-organic shopper rather many shades of grey.

3.2 Purchasing of organic produce by category

Figure 2 overleaf shows the proportions purchasing any organic produce in each of the individual categories in both Wales and England / Scotland. Results show that overall fresh fruit and vegetables represented the most likely source of organic purchasing. Around two thirds of shoppers (65% Wales, 63% England / Scotland) had bought some organic produce in this category. This was followed by eggs (59% in both markets) and pork / chicken / bacon (48% in Wales & 46% in England / Scotland).

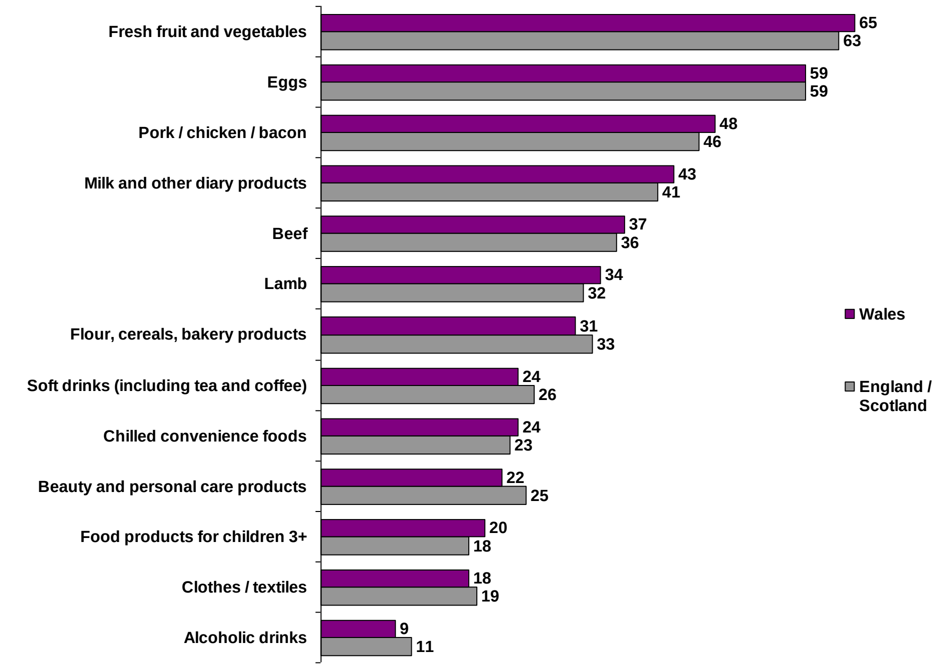
The finding for eggs appears contrary to available panel data which records that only 4% of eggs purchased are organic and therefore perhaps highlights some consumer

[2] This average includes those who do not buy in any category

confusion with shoppers possibly regarding ‘free range’ eggs as organic. This disparity between panel data and self-reported survey data for egg purchasing has been recorded previously in research by TNS in 2002[3]

Milk and other dairy produce, lamb, beef and flour, cereals, bakery products are other categories where at least around a third of shoppers report that they buy organic produce. Full results for both Wales and England /Scotland can be found in figure 2 and show little difference between the overall purchasing habits in the two markets.

Figure 2: % of shoppers buying organic produce at all in each category



Base: All survey respondents (Wales – 704, England / Scotland – 703)

Source: Q6

For the nearly all product categories, it appears that the majority of those purchasing organic produce are not necessarily doing so on each occasion. Organic purchasers were more likely to be ‘occasional buyers’ within a particular category rather than ‘always / mostly buyers’ of organic produce. The only reported exception to this was ‘eggs’ which had more organic buyers who stated they ‘always or mostly’ bought organic eggs rather than ‘occasionally’ did so. However, as discussed above this may reflect consumer confusion between organic and free-range.

Beyond eggs, categories which appeared to have a greater degree of organic loyalty - i.e. had relatively higher proportions of ‘always / mostly’ organic buyers among their buyer base – were:

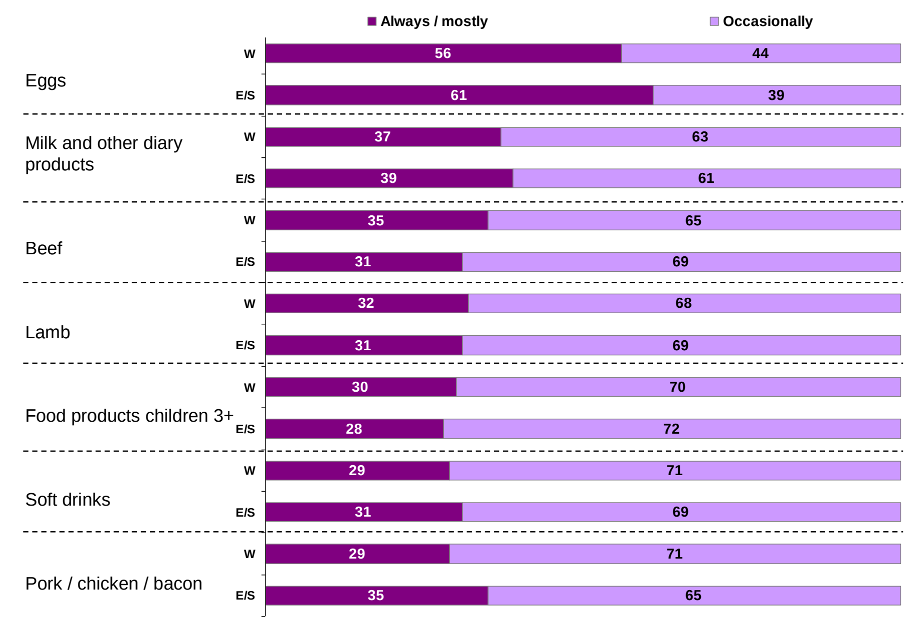
- Milk and other dairy produce (37% of buyer base in Wales are ‘always / mostly’ organic buyers, 39% in England / Scotland)
- Beef (35% in Wales, 31% in England/Scotland)
- Lamb (32% in Wales, 31% in England/Scotland)
- Pork / chicken / bacon (29% in Wales, 35% in England/Scotland)
- Food products children 3+ (30% in Wales, 28% in England/Scotland)
- Soft drinks - including tea / coffee (29% in Wales, 31% in England/Scotland)
- Fresh fruit and vegetables (29% in Wales, 29% in England/Scotland)

[3] Comparing household panel data with survey results from 4,000 respondents

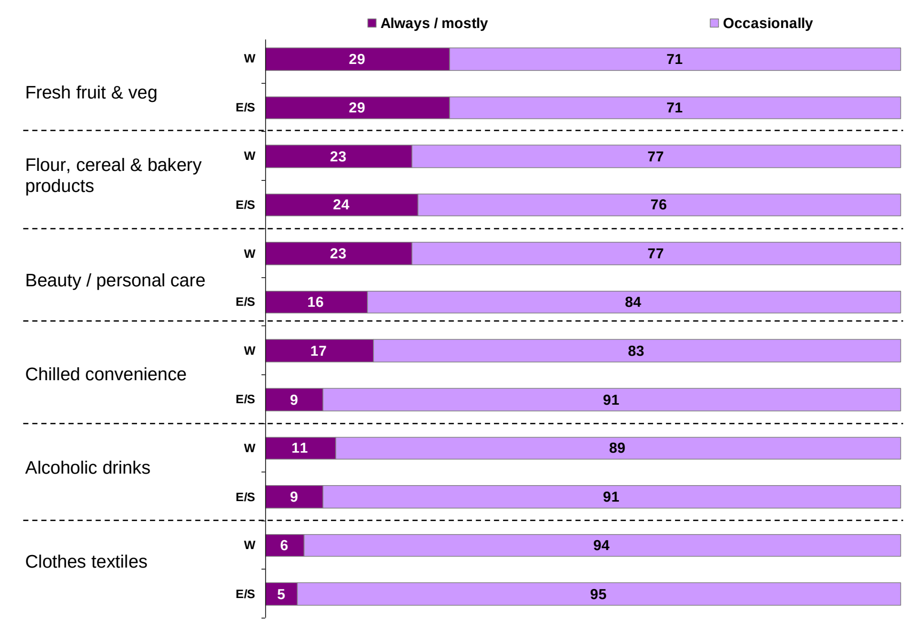
Furthermore, analysis of the data also finds that across our sample of 1,407 shoppers there were no organic shoppers who 'always / mostly' bought organic produce in **every** category they made purchases in.

Figure 3 below shows results on this measure for all product categories in both Welsh and English / Scottish markets. Again, results in both markets do not vary considerably.

Figure 3: Loyalty to organic produce in each category
Split between always / mostly organic buyers and occasional organic buyers (among organic buyers as a whole in each category)



Base: Organic buyers in each of the categories



Base: Organic buyers in each of the categories

Source: Q6 (filtered on those who buy in each category)

Reasons for organic loyalty (or lack of) will be explored in section 5.2 which looks at future purchase intention among those already purchasing organic produce.

3.3 Product Cross-Over

Figure 4 below examines product cross-over – i.e. the proportion of consumers who purchase (always / most or occasionally) organic produce in one category who also purchase organic produce in another category.

Figure 4a: Product Cross-Over: Wales

	Always, mostly & occasional organic purchasers in each category												
	Fresh fruit & veg	Eggs	Milk & dairy	Pork / chicken / bacon	Flour, cereals, bakery	Chilled convenie-nce	Alcohol	Soft drinks	Product kids 3+	Beef	Lamb	Clothes, textiles	Beauty, personal care
Sample size	*449*	*418*	*286*	*329*	*236*	*169*	*81*	*183*	*124*	*254*	*225*	*137*	*175*
% also purchase:													
Fresh fruit & veg		86%	96%	91%	96%	94%	97%	95%	95%	91%	91%	94%	93%
Eggs	79%		84%	85%	82%	87%	95%	85%	86%	86%	89%	83%	83%
Milk & dairy	63%	60%		66%	77%	68%	85%	78%	68%	69%	68%	72%	73%
Pork / chicken / bacon	67%	69%	74%		76%	75%	79%	75%	74%	89%	87%	72%	73%
Flour, cereals, bakery	45%	42%	55%	48%		53%	71%	61%	52%	52%	51%	60%	55%
Chilled convenience	35%	35%	39%	38%	41%		46%	47%	38%	40%	39%	43%	42%
Alcohol	13%	14%	18%	15%	21%	17%		26%	17%	19%	18%	23%	19%
Soft drinks	35%	34%	44%	38%	48%	47%	70%		37%	41%	39%	49%	46%
Product kids 3+	29%	28%	31%	30%	33%	31%	36%	30%		30%	26%	33%	30%
Beef	51%	53%	59%	68%	63%	61%	77%	63%	56%		83%	56%	55%
Lamb	47%	50%	54%	60%	56%	55%	67%	55%	45%	76%		48%	51%
Clothes, textiles	27%	25%	31%	27%	36%	32%	46%	37%	31%	28%	26%		40%
Beauty, personal care	31%	31%	38%	33%	39%	39%	48%	42%	34%	33%	34%	48%	
Av. no of other categories purchased in	***5.2***	***5.3***	***6.2***	***6.0***	***6.7***	***6.6***	***8.2***	***6.9***	***6.3***	***6.5***	***6.5***	***6.8***	***6.6***

Figure 4b: Product Cross-Over: England & Scotland

	Always, mostly & occasional organic purchasers in each category												
	Fresh fruit & veg	Eggs	Milk & dairy	Pork / chicken / bacon	Flour, cereals, bakery	Chilled convenie-nce	Alcohol	Soft drinks	Product kids 3+	Beef	Lamb	Clothes, textiles	Beauty, personal care
Sample size	*449*	*418*	*286*	*329*	*236*	*169*	*81*	*183*	*124*	*254*	*225*	*137*	*175*
% also purchase:													
Fresh fruit & veg		86%	94%	92%	96%	88%	99%	95%	91%	93%	95%	87%	92%
Eggs	80%		86%	86%	88%	83%	89%	86%	83%	90%	88%	79%	83%
Milk & dairy	60%	58%		64%	75%	65%	76%	77%	70%	67%	67%	67%	68%
Pork / chicken / bacon	67%	67%	73%		79%	73%	79%	72%	73%	91%	92%	70%	69%
Flour, cereals, bakery	50%	49%	60%	56%		61%	79%	70%	56%	58%	59%	59%	66%
Chilled convenience	33%	33%	38%	38%	44%		44%	42%	39%	38%	40%	38%	43%
Alcohol	16%	16%	19%	18%	25%	19%		25%	17%	18%	20%	21%	21%
Soft drinks	38%	37%	49%	40%	55%	46%	61%		45%	42%	43%	52%	49%
Product kids 3+	25%	25%	31%	28%	31%	29%	29%	31%		28%	31%	28%	29%
Beef	52%	53%	58%	70%	63%	57%	62%	57%	56%		82%	57%	57%
Lamb	48%	47%	53%	64%	58%	53%	63%	53%	55%	75%		49%	52%
Clothes, textiles	27%	26%	32%	30%	36%	32%	40%	40%	31%	32%	30%		43%
Beauty, personal care	35%	34%	40%	36%	49%	43%	48%	46%	40%	39%	39%	53%	
Av. no of other categories purchased in	***5.3***	***5.3***	***6.3***	***6.2***	***7.0***	***6.5***	***7.7***	***6.9***	***6.6***	***6.7***	***6.9***	***6.6***	***6.7***

Source: Q6

The main points to note about product cross-over are:

- Results follow a similar pattern across Wales and England / Scotland.

- Those who seek out and purchase organic produce in a more nice category, 'alcohol', are unsurprisingly purchasing organic produce in the widest range of other categories – an average of 8.2 in Wales and 7.7 in England / Scotland (out of 12).

- Purchasers of organic fresh fruit and vegetables are less likely to purchase in other categories (average of 5.2 in Wales and 5.3 in England / Scotland). This suggests that fresh fruit and vegetables are more likely than other categories to be an entry point into the organic market for consumers.

- A majority of organic purchasers in each category also purchase organic fresh fruit and vegetables, eggs[4], pork / chicken / bacon and milk / diary.

- Cross-over between organic lamb and beef is strong – three-quarters of organic beef purchasers also purchase organic lamb. Over 80% of organic lamb purchasers also purchase organic beef.

- High levels of cross-over between beef and lamb and other meats is also apparent. Around 9 in 10 organic lamb and beef purchasers also purchase organic pork / chicken / bacon. Around two-thirds of those who purchase organic pork / chicken / bacon also purchase organic beef and lamb.

- Non-food and drink categories have relatively high cross-over – organic beauty and personal care products are most likely to found in the repertoire of organic clothes and textile purchasers than anyone else (48% Wales, 53% England / Scotland)

- The reverse is true in England and Scotland at least, with 43% of organic beauty and personal care purchasers also having organic clothes and textiles in their repertoire. In Wales 'alcohol' purchasers were most likely to have organic clothes and textiles in their repertoire, followed by beauty and personal care purchasers.

3.4 Heavy, Medium, Light and Non-organic buyers

In order to segment shoppers according to their general level of organic produce purchasing, results from their frequency of purchasing in each category were converted into a score for each individual as follows:

- For each category where shoppers were 'always or mostly' purchasers of organic produce a score of **2.5** was assigned to them
- For each category where shoppers were 'occasional' purchasers of organic produce a score of **1** was assigned to them
- For each category where shoppers never purchased organic produce or did not participate in the category **no score** was assigned.

[4] Note earlier point re: consumer confusion on organic eggs

As such the maximum individual score was 32.5 – i.e. 'always or mostly' organic purchaser in every one of the 13 categories listed. The minimum score was clearly 0 – i.e. non-organic buyer in all 13 categories. Whilst it is acknowledged that this scoring system is not perfect[5], it does at least provide us with some classification of heavy, medium, light and non-buyers of organic produce which can be explored in more detail.

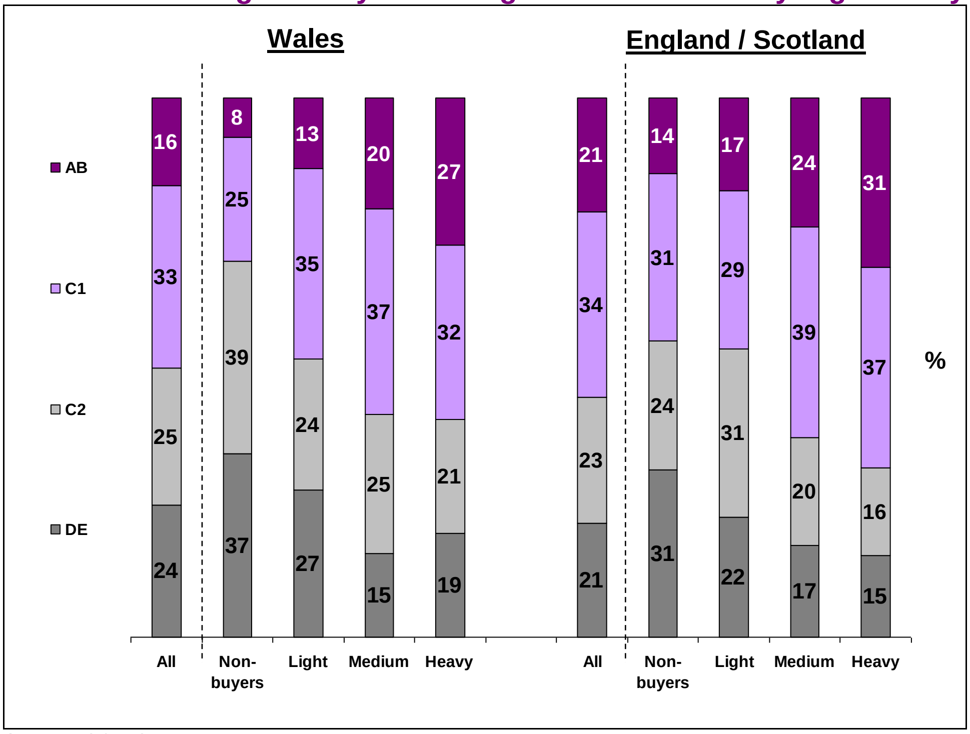
For the purposes of this classification, organic buyers have been categorised as follows, with the profile being very similar across Wales and England Scotland.

		Wales	England / Scotland
	Score	%	%
Non-organic -buyers	0	23	23
Light organic buyers	1 – 5.5	29	29
Medium organic buyers	6 – 12.5	28	28
Heavy organic buyers	12.5+	20	19

Source: Q6

Figures 5-7 below examine demographic differences between the different organic users and non-users groups. Whilst organic purchases were made across the social spectrum, social grade appears to be the major demographic differentiator in terms of organic purchasing. As shown in figure 5, those belonging to the higher social grade ABC1s were significantly over represented in the heavier buyer groups (59% in Wales, 68% in England / Scotland) and underrepresented in the non-organic buying groups (33% in Wales, 45% in England / Scotland).

Figure 5: Social Grade
Profile of Non-organic buyers vs. Light / Medium / Heavy organic buyers



Source: Q6 x Q4

Age (Figure 6 overleaf) also appears to have some bearing on likelihood of organic purchasing. In comparison with their representation in the overall sample of shoppers, younger shoppers (16-34) were slightly more likely to be found in the medium and

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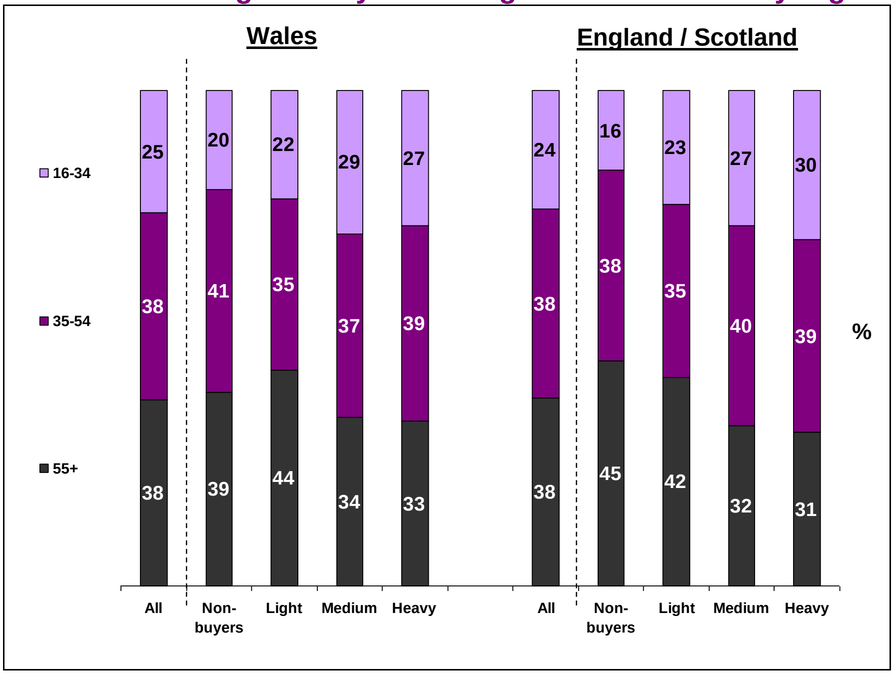
5 E.g. – it treats 'always / mostly purchasers' of fresh fruit and veg as the same as 'always / mostly purchasers' of soft drinks whereas the purchase cycles and quantities purchased may be different

heavy user groups and slightly less likely in the light and non-buyer groups. The reverse was true for shoppers over 55.

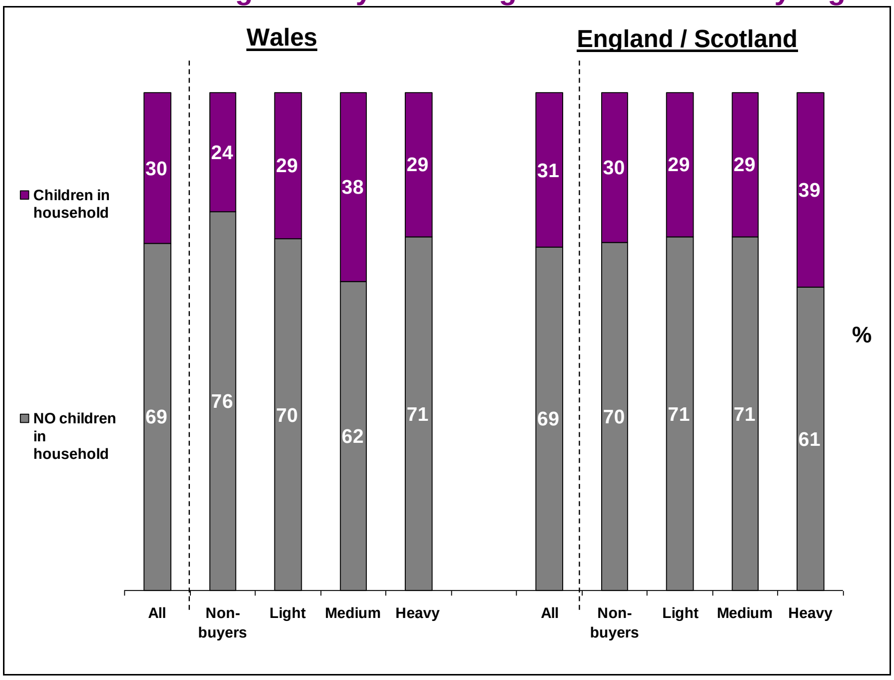
Figure 6: Age
Profile of Non-organic buyers vs. Light / Medium / Heavy organic buyers



Source: Q6 x Q2

The presence of children in the household does not necessarily appear to have the strongest relationship with weight of organic purchasing, but if anything, those with children in the household tend to be overrepresented in the weightier purchase groups – they account for 39% of the heavier user group in England / Scotland (in comparison to 31% of all shoppers in England / Scotland) and 38% of the medium user group in Wales (in comparison to 30% of all shoppers in Wales).

Figure 7: Children in household
Profile of Non-organic buyers vs. Light / Medium / Heavy organic buyers



Source: Q6 x Q18

Finally, in this section we examine the shopping habits of non / light / medium / heavy organic shoppers in terms of the outlets being used. It is important to note that the research examined use of outlets for buying fresh produce in general, not specifically organic produce. Whilst the supermarket was the main source of fresh produce for all groups, heavy organic buyers, in particular, were more likely than other groups to regularly use alternative means of buying fresh produce.

In Wales, around a half of 'heavy' organic shoppers regularly visited a local shop / convenience store (50%) and a butchers (47%) for fresh produce. Proportions were slightly lower in England / Scotland (both 40%). In addition, greengrocers (32% Wales, 28% England/Scotland) and local markets (23%/20%) were regularly visited by significant minorities of 'heavy' organic shoppers. Farmers markets and farm shops attracted regular visits from 9-13% of 'heavy' organic shoppers

Figure 8: Outlets regulary used to purchase fresh produce
Profile of Non-organic buyers vs. Light / Medium / Heavy organic

	% who shop regularly for fresh produce at each outlet							
	Wales				***England /Scotland***			
	Non	Light	Medium	Heavy	Non	Light	Medium	Heavy
Supermarket	92	95	90	79	87	95	94	92
Local shop / convenience store	39	38	41	50	31	34	40	40
Butchers	20	19	27	47	19	16	25	40
Greengrocers	12	16	20	32	15	10	16	28
Local market	19	13	12	23	11	9	15	20
Farmers market	5	4	7	12	2	5	3	9
Farm shop	3	5	5	12	4	3	7	13
Direct from producer	2	3	5	3	2	1	3	5

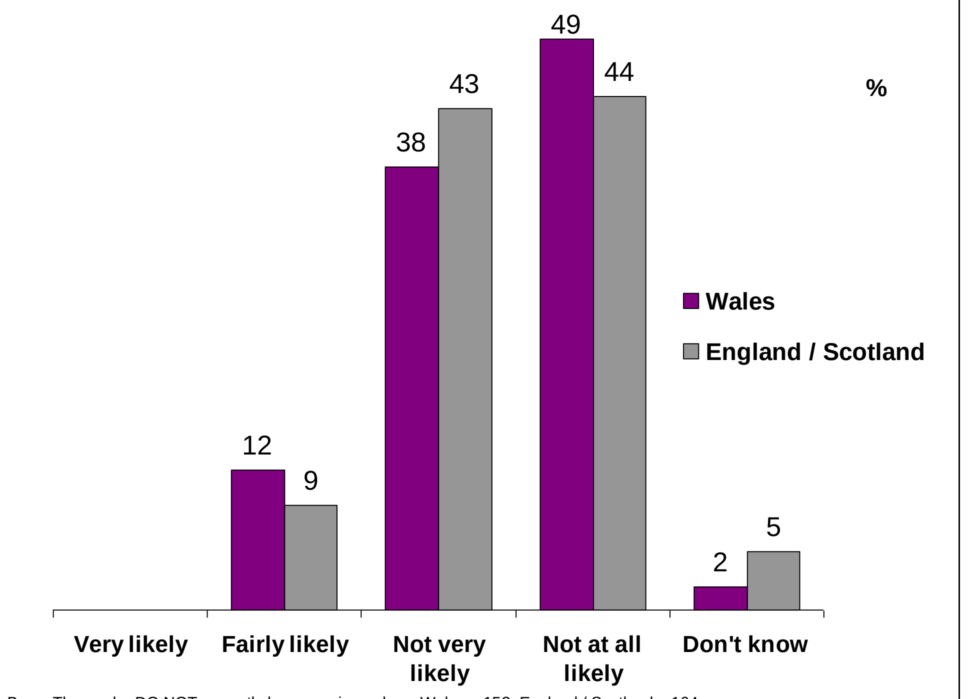
Source: Q6 x Q5a

4. PURCHASE INTENTION & BARRIERS (NON-BUYERS)

4.1 Purchasing intentions amongst non-purchasers

As stated above, just under a quarter of shoppers said they were non-purchasers of organic produce (i.e. they did not always/mostly or occasionally purchase organic produce in any of the 13 categories presented to them). On the whole, these non-purchasers look unlikely to change their purchasing behaviour in future – 87% of non-purchaser across Wales and England/Scotland said that it was unlikely they would buy organic produce in the future, with almost half (49%) of non-purchasers in Wales and 44% in England/Scotland saying it was <u>not at all</u> likely that they would ever buy organic. However, a small minority of around one in ten did say that it was fairly likely they would buy organic in the future – see Figure 9 below.

Figure 9: Future purchase intention of organic food among non-buyers



Base: Those who DO NOT currently buy organic produce: Wales = 153; England / Scotland = 164

Source: Q7

4.2 Barriers to purchase organic produce

Those saying they were unlikely to buy in future were asked their reasons for this. It became apparent that the perception of organic products being overpriced and expensive was the prevailing barrier to future purchase, with almost two thirds of non-buyers displaying price sensitivity to organic produce.

A total of 56% in Wales and 60% in England/Scotland stated that they were unlikely to buy organic in future because it was expensive, around one in ten would buy organic if it was cheaper while a smaller proportion (around one in twenty) stated that they would not be buying organic because they were on a budget and trying to cut down on their bills.

Just over one in ten non-purchasers (14% Wales; 12% England/Scotland) reasoned that they would be unlikely to purchase organic products because they could not see any benefits; comments made included the following:

- *Organic is not better for you than non-organic food*
- *I can't tell the difference between organic and non-organic food*
- *Eating non-organic food has not done me any harm*
- *I'm not worried about eating non-organic food.*

For around one in ten (8% Wales; 10% England/Scotland) buying organic produce was simply not something they ever considered or thought about.

Around one in twenty non-purchasers displayed a degree of scepticism when it came to organic produce; around 2% felt that the term 'organic' was a con or a gimmick, while a similar proportion did not believe that the organic produce on sale was actually produced organically – a few of these people mentioned that they thought the food was still sprayed with chemicals and was therefore not organic. For a very small number of non-purchasers, availability was an issue. Full results are shown in Figure 10.

Figure 10: Spontaneous reasons for not intending to buy organic produce in future

Spontaneous reasons given for being UNLIKELY to buy more organic produce in future	Wales (133) %	England / Scotland (145) %
Expensive / too expensive / overpriced	56	60
No particular reason / never really thought about it	8	10
Would buy organic if it was cheaper	7	4
Stick to what I know / buy what I usually buy	6	4
Can't tell any difference between organic and non-organic products	5	9
No better for you than non-organic / no health benefits	4	5
Not worried that I'm eating non-organic food	3	5
Am on a budget / trying to cut down on bills	3	5
Can't get hold of organic products / not convenient	3	1
Don't believe it's truly organic	2	6
It's all a con / a gimmick / a marketing ploy	2	5
Eating non-organic food has not done me any harm	1	1
Don't like organic produce	1	1
Intend to grow / already growing organic fruit and vegetables	1	2
Other	13	13
Don't know	4	1

Source: Q8 (filtered on those who say NOT VERY or NOT AT ALL LIKELY at Q7)

5. MOTIVATIONS TO PURCHASE (BUYERS)

5.1 Motivators to purchase organic produce

Those who had ever bought organic produce were asked *'What are the main reasons that you choose to buy organic products?*'

Among both shoppers in Wales and England / Scotland health benefits – *healthier / better for you / better for your body* – was one of the key motivating factors for organic purchase. Around a fifth in each market mentioned this. In Wales this proportion (21%) was matched by those who appreciated the *better taste / flavour* of organic food. This benefit was slightly less likely to be mentioned by those in England and Scotland (14%).

Price, that is, *will buy organic if it is on offer / depends on price* was a further significant motivation spontaneously mentioned by shoppers in fairly equal proportions in Wales and England / Scotland (16% and 17% respectively).

Whilst broader benefits for animals (6% Wales, 10% England / Scotland) and the environment (3% Wales, 4% England / Scotland) were mentioned by some shoppers, motivations for purchase which benefitted the individual were more likely to be mentioned as outlined above.

A full list of reasons can be found in figure 11 below:

Figure 11: Spontaneous reasons for buying organic produce

Spontaneous reasons given for EVER buying organic	Wales (551) %	England / Scotland (539) %
Healthier / better for you / better for your body	21	22
Better taste / flavour	21	14
Will buy organic if it is on offer / depends on the price	16	17
No chemicals / fewer chemicals / toxins etc.	11	12
Better for animals / animal welfare	6	10
Expensive / too expensive / overpriced	6	6
Depends on what is available / just buy what is on the shelf	6	5
Better quality	6	6
Only buy organic when it takes my fancy – don't normally buy organic	5	4
Fresh / fresher produce	5	3
Buy organic produce for children	5	3
Organic food looks better / more appealing	4	4
Better for the environment	3	4
Locally produced / supports the local economy	3	2
Convenient / easily available	3	3
Others	22	23
No reason / don't know	4	5

Source: Q9

Motivations to purchase organic produce have been analysed by product category. It is important to note that this analysis relates to reasons for buying organic produce in general not category specific. So when, for example, we refer to motivations among organic beef purchasers, it is their motivations to buy organic produce in general and not specifically beef.[6] It is also worth remembering that category purchasing groups are not mutually exclusive.

The top 4 motivations overall – **health / healthier, better taste, price dependent, no or fewer chemical / toxins** – were in nearly all cases the top 4 motivations for each group of category purchasers. The only exceptions to this were:

- In Wales, 'buying organic for children' was the fourth most important motivation for those purchasing organic produce for children aged 3+ (15%, only slightly higher than the 14% for no or fewer chemical / toxins)
- In England / Scotland, 'better for the animals' was a top 4 motivation for organic milk / dairy and lamb purchasers – again slightly ahead of no or fewer chemical / toxins.

Furthermore, in almost every product category, health / healthier motivations were most frequently mentioned, particularly so for organic purchasers in the following categories:

- Alcohol (31% in Wales mentioning health motivations, 31% in England / Scotland vs. averages among all organic shoppers of 21%, 22%)
- Produce for kids 3+ (29%, 31% vs. 21%, 22%)
- Soft drinks (26%, 31% vs. 21%, 22%)
- Milk and dairy (26%, 27% vs. 21%, 22%)

Better taste / flavour, often the second most mentioned motivation, was slightly more likely to be given as a motivation by organic purchasers of:

- Lamb (24% in Wales mentioning taste motivations, 19% in England /Scotland vs. averages among all organic shoppers of 21%, 14%)
- Beef (23%, 18% vs. 21%, 22%)

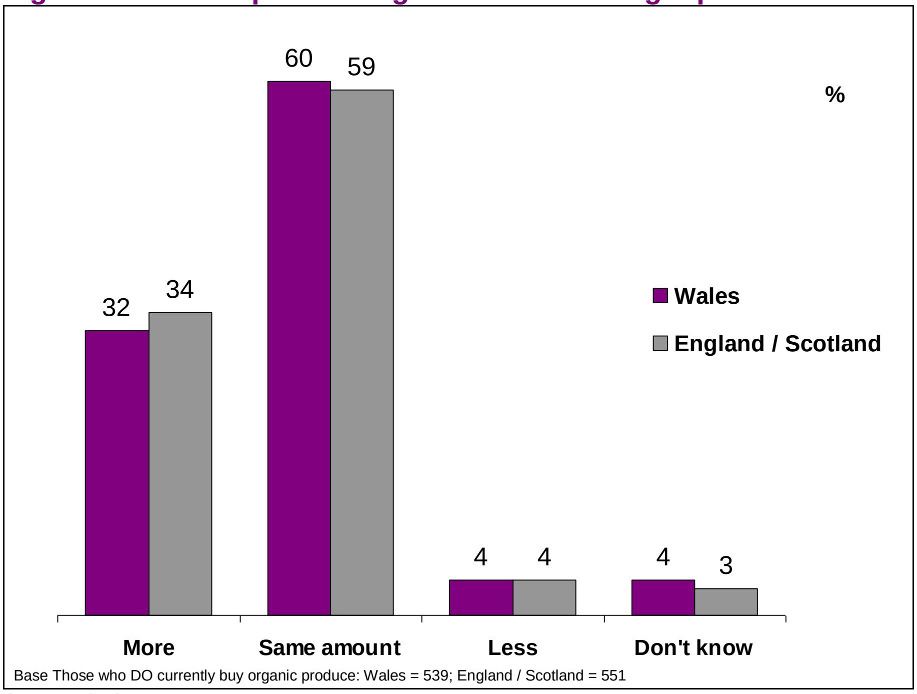
5.2 Future purchasing intentions

Those currently purchasing organic products were asked whether they intended to buy more, the same amount or less organic products in future.

Around a third said they would be purchasing more, while around six in ten said they would be purchasing around the same amount. Only a very small proportion (4% for both Wales and England/Scotland) said they would be purchasing fewer organic products in future – see Figure 12 overleaf.

[6] Only one 'general' motivation question was asked as part of the survey, not specific questions for specific categories

Figure 12: Future purchasing intentions amongst purchasers



Source: Q10

When examining reasons for future purchase intention (see figure 13 overleaf), those who say they will buy **more** organic produce in the future, again, spontaneously report health benefits as a strong motivator for this (19% Wales, 16% England / Scotland) in addition to taste flavour benefits (13% Wales, 9% England / Scotland).

Perceptions that organic is becoming more readily available and coming down in price were also among the main motivating factors for those who intended to buy more. However, a number of comments were received that implied future increased purchasing was price dependent:

- Will buy if its on offer / depends on price (7% Wales, 11% England / Scotland)
- Would buy more organic if it was cheaper (6%, 7%)
- Will be able to / hope to be able to afford it (4%, 5%)

Figure 13: Reasons for buying MORE organic produce in future

Spontaneous reasons given intending to buy MORE organic produce in future	Wales (192) %	England / Scotland (171) %
Healthier / better for you / better for your body	19	16
Becoming / will hopefully become more readily available	14	14
Better taste / flavour	13	9
The price of organic produce is coming down / getting cheaper	8	4
Will buy organic if it is on offer / depends on the price	7	11
Would buy more organic if it was cheaper	6	7
Better quality	6	3
Can't always get hold of organic produce	5	2
No chemicals / fewer chemicals / toxins etc.	4	6
Will be able to / hope to be able to afford it	4	5
Buy organic / more organic produce for children	4	4
Buy organic but it is expensive	4	4
Better for the environment	3	4
Intend to grow / already growing organic fruit & vegetables	3	1
Would like to see more variety / more choice	2	3
Locally produced / supports the local economy	2	1
Ethical reasons	2	2
Free range / animals out in the open / better animal welfare	2	2
More aware of organic produce	2	2
Other	20	28

Source: Q11 (filtered on those who say MORE at Q10)

Price was the most influential factor when it came to why the majority of current organic purchasers intended to keep their organic purchasing at the **same level**. Two in five respondents made some comment relating to price; 23% of these (in both Wales and England/Scotland) stated that they would not be increasing their organic consumption because organic products were too expensive. Around one in ten said they would buy organic if it was on offer, while around one in twenty said they would buy more if organic products were cheaper.

Just over one in ten (14% Wales, 16% England/Scotland) said they would not be changing their shopping behaviour because they liked to stick to buying the same things, while a smaller proportion made a related comment that they did not want to change their ways or their views.

Around one in twenty felt that they were already buying enough organic produce. Full results are shown in Figure 14 below.

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Figure 14: Reasons for buying the SAME AMOUNT of organic produce in future

Spontaneous reasons given intending to buy THE SAME AMOUNT of organic produce in future	Wales (322) %	England / Scotland (324) %
Expensive / too expensive / overpriced	23	23
Stick to what I know / buy what I usually buy	14	16
Will buy organic if it is on offer / depends on the price	12	9
Depends on what is available / just buy what is on the shelf	6	5
Would buy more organic produce if it was cheaper	6	6
Already buy enough organic produce	5	6
Intend to grow / already growing organic fruit & vegetables	4	2
No particular reason / never really thought about it	4	6
No better for you than non-organic food / no additional health benefits	4	6
Don't want to change my ways / views	3	2
Can't always get hold of organic produce	3	3
Only buy organic when it takes my fancy	2	1
Would like to see more variety / more choice	2	1
Only buy certain organic produce (e.g. eggs, milk)	2	2
Other	23	17

Source: Q11 (filtered on those who say SAME AMOUNT at Q10)

For the small number of organic purchasers who said they intended to buy less organic produce in future, the main reason for this was organic food being too expensive and overpriced.

6. ATTITUDES TOWARDS ORGANIC FOOD & FOOD IN GENERAL

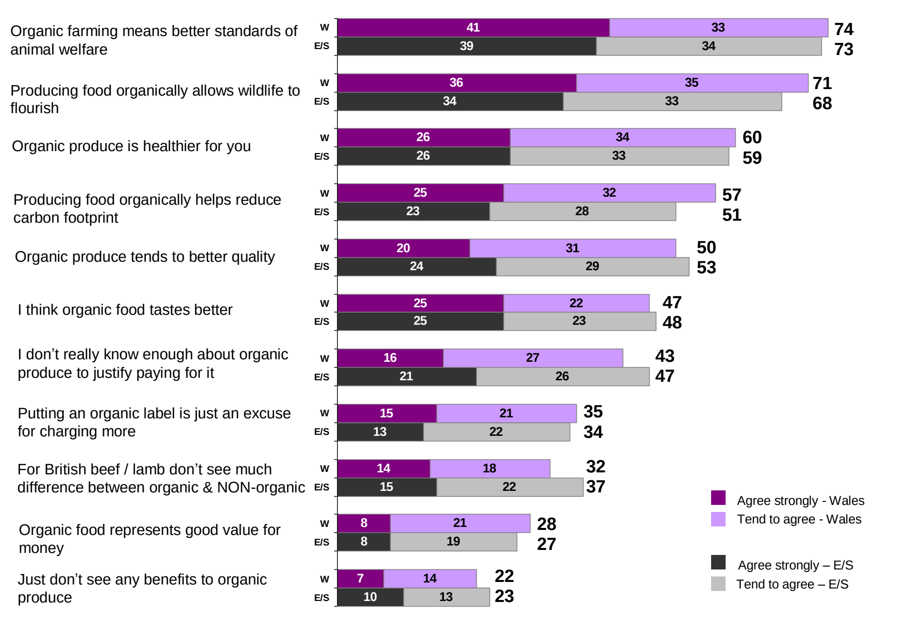
Shoppers were asked their opinion on a wide range of topics in relation to organic food and food in general. A series of statements were read out and respondents were asked their level of agreement to each on a 5 point scale ranging from agree strongly to disagree strongly. In total, 19 statements were included.

Figure 15 below shows results on a number of statements which are related to potential benefits / drawbacks of organic produce. Improved animal welfare was the most recognised or accepted benefit of organic produce with around three quarters of shoppers in both Wales and England / Scotland agreeing with the statement *organic farming means better standards of animal welfare*. Furthermore, only around 1 in 10 shoppers in both markets disagreed with this statement, with others either being unable to answer or stating 'neither agree nor disagree'.

Another issue which featured high on the list of recognised benefits were the environmental factors associated with the organic means of production. Around 7 in 10 shoppers agreed that *producing food organically allows wildlife to flourish* and over half agreed that *producing food organically helps reduce our carbon footprint.* For the latter, agreement was slightly higher in Wales (57%) than in England / Scotland (51%).

The health benefits of organic food were also widely recognised with around 6 in 10 shoppers agreeing that *organic produce is healthier for you.* The remainder were fairly evenly split between those who actively disagreed with the health benefits of organic produce and those who were neutral / felt unable to comment on this issue. Perceptions of health benefits were slightly in advance of those relating to *better taste* and *better quality* of organic food – on both these issues around half of the sample agreed that organic produce delivered in these areas. Again, the remainder were evenly split between those who disagreed that organic produce delivered in these areas and those who were neutral / unable to comment.

Figure 15: % agreeing with statements about benefits/drawbacks of organic food



Base: All survey respondents (Wales – 704, England / Scotland – 703)

Source: Q12a

Despite the previously mentioned benefits of organic food all being recognised by at least half of shoppers, only just over a quarter agreed that *organic food represents good value for money*. Around a third went as far as agreeing that *putting an organic label on it is just an excuse to charge more.* This suggests that for some shoppers either:

- Benefits are not significant enough to create value perceptions for organic food

…or

- Benefits may be recognised but are not necessarily ones which are important (or important enough) to shoppers to create perceptions of organic produce as good value

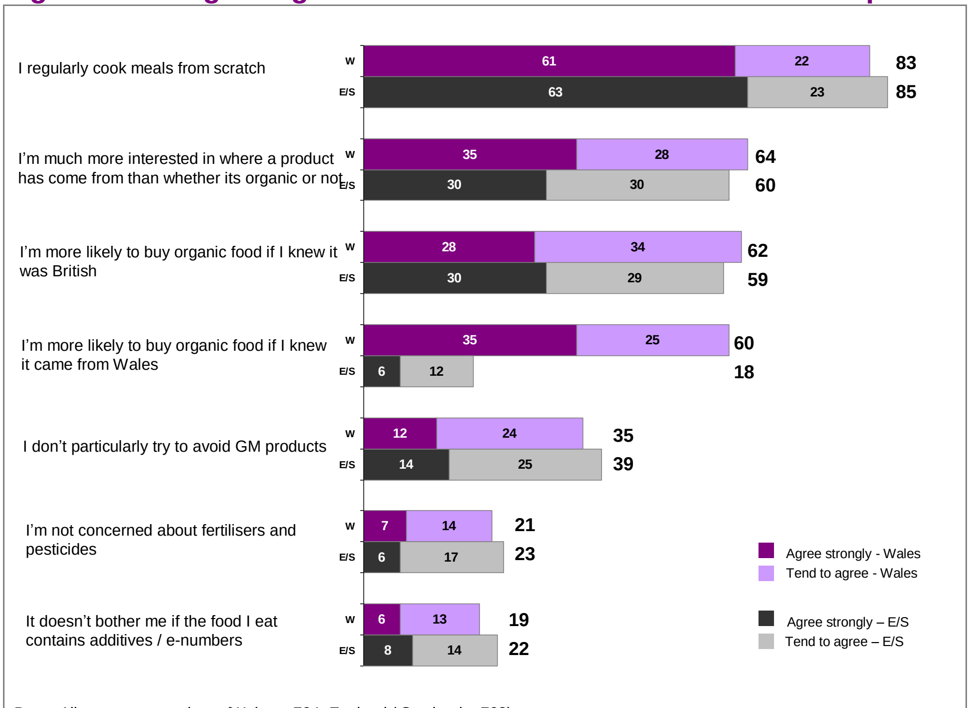
…or

- Benefits are recognised but not understood sufficiently to lead shoppers to regarding organic as good value

It is likely that all three factors contribute towards this value for money issue for organic produce. Whilst the first two issues may be more difficult to reverse, the third (insufficient knowledge) offers more opportunity for potential improvement. Results to another statement, *I don't really know enough about organic food to justify paying for it* to which approaching half in both markets agreed suggest that there are significant proportions of shoppers who need further explanation of positive organic food messages.

Many of the remaining issues that shoppers were questioned on related to their general attitudes towards food with a particular focus towards provenance for many statements and how this interacted or was traded off versus organic. Results are shown in figure 16 below.

Figure 16: % agreeing with statements about food issues and provenance



Base: All survey respondents (Wales – 704, England / Scotland – 703)

Source: Q12a

For a majority of shoppers issues of provenance appear to override organic concerns – approaching two-thirds (64% Wales, 60% England / Scotland) agreed with the statement *I'm much more interested in where a product comes from than whether its organic or not*. Only around a fifth of shoppers in each market disagreed with this statement.

Furthermore, results indicate that creating a stronger link between organic and locally produced food may be beneficial in increasing organic sales with around 6 in 10 shoppers agreeing with *I'm more likely to buy organic produce if I knew it was British* – results on this measure were very similar in Wales (62% agreed) and England / Scotland (59% agreed). There were much bigger differences recorded between the two markets when we consider the statement *I'm more likely to buy organic produce if I knew it was Welsh,* with those within the Principality, as would be expected, reporting considerably higher levels of agreement than England / Scotland (60% vs. 18%).

It is interesting to note, however, that increased motivation to buy organic among Welsh shoppers when produce is known to come from Wales appears no greater than if Welsh consumers knew that a product was British.

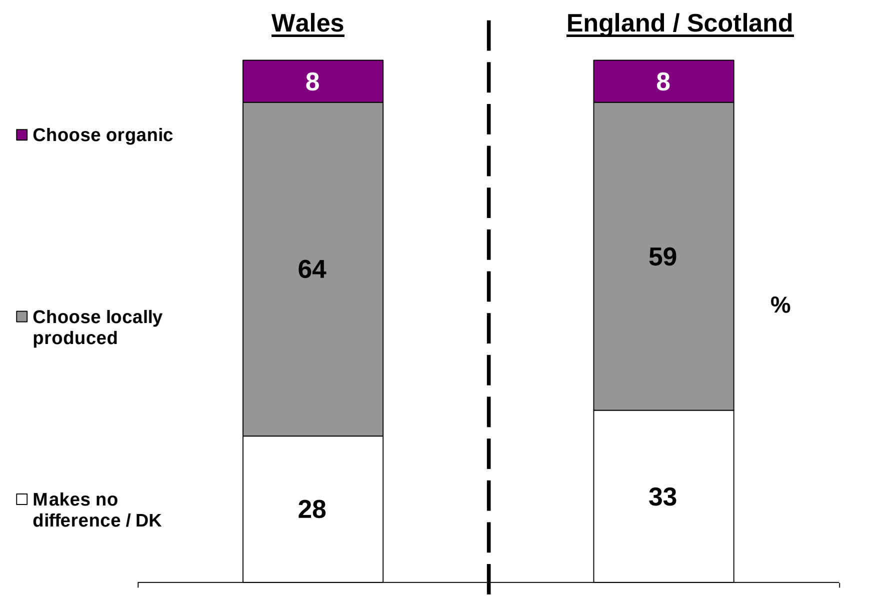
Around a fifth of shoppers appeared to have little concern about how food is produced agreeing with the statements *I'm not concerned about fertilisers and pesticides* and *It doesn't bother me if the food I eat contains additives or e-numbers.* Almost double this amount (35% in Wales, 39% in England / Scotland) agree that *I don't particularly try to avoid GM products.*

Organic vs. Locally produced

To further probe the importance of locally produced food in comparison with organic food, shoppers were asked to directly trade off the two, by stating which product they would select if they were choosing between two similar products but one was organic and one was locally produced.

Reinforcing the above finding, around 6 in 10 selected the locally produced product with less than 1 in 10 choosing the organic product. The remainder said it would make no difference to them. As figure 17 shows, results were similar in both markets, but if anything, preference for the locally produced product was slightly stronger in Wales.

Figure 17: One organic, one locally produced
Preference if choosing between two similar products



Base: All survey respondents (Wales – 704, England / Scotland – 703)

Source: Q12c

Whilst heavy buyers of organic produce, were more likely to choose organic than other groups, even among this segment there was a clear preference for a locally produced product over an organic one – 54% locally produced vs. 20% organic in Wales and 49% vs. 21% in England /Scotland.

Figure 17a: One organic, one locally produced: by level of organic purchase
Preference if choosing between two similar products

	Level of organic purchase							
	Wales				*England /Scotland*			
	Non	Light	Medium	Heavy	Non	Light	Medium	Heavy
Choose organic product	2	5	8	20	0	6	10	21
Choose locally produced product	72	60	70	54	65	61	59	49
Makes no difference to me	26	34	22	21	34	32	30	26
Don't know	1	1	0	5	1	1	1	4

Source: Q12c x Q6

Similarly, overall preference of locally produced products was even apparent among those who recognise the benefits of organic produce – those who 'agree' that organic food *tastes better*, is *healthier* and *is better quality* all display a preference for the locally produced product when asked to directly compare as shown in Figure 17b.

Figure 17b: One organic, one locally produced: by those agreeing with each statement
Preference if choosing between two similar products

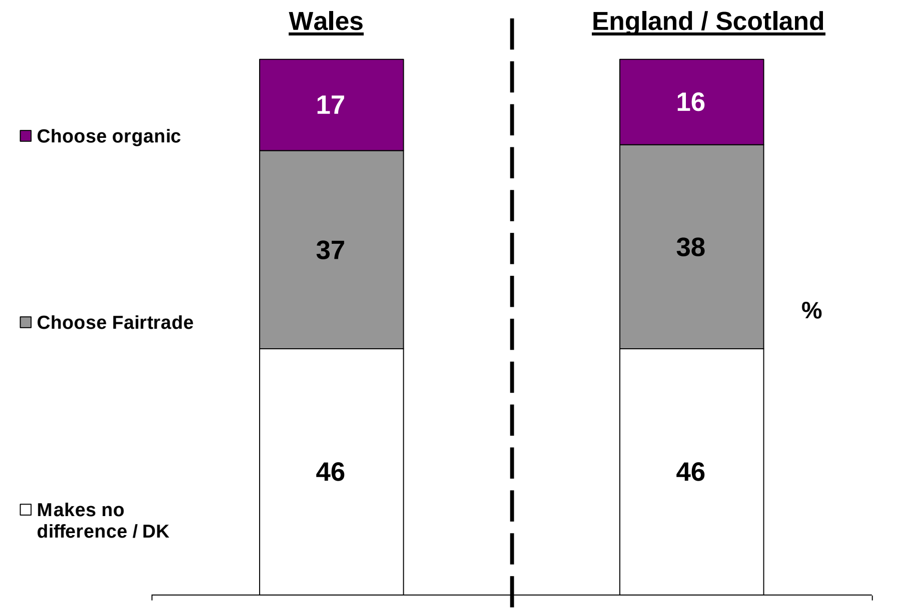
	Agree with attitude statement					
	Wales			***England /Scotland***		
	Those who AGREE that organic food tastes better	Those who AGREE that organic produce is healthier	Those who AGREE that organic produce tends to be better quality	Those who AGREE that organic food tastes better	Those who AGREE that organic produce is healthier	Those who AGREE that organic produce tends to be better quality
Choose organic product	13	12	12	14	13	14
Choose locally produced product	59	61	62	55	57	57
Makes no difference to me	26	26	24	29	28	27
Don't know	3	2	2	2	2	2

Source: Q12c x Q12a

Organic vs. Fairtrade

A similar exercise was conducted comparing organic with Fairtrade products, with somewhat closer results seen. However, Fairtrade on average appears to have greater importance with the proportion of shoppers preferring the fairtrade product being more than double those choosing organic in both markets.

Figure 18: One organic, one Fairtrade
Preference if choosing between two similar products



Base: All survey respondents (Wales – 704, England / Scotland – 703)

Source: Q12b

It is worth noting that approaching half of shoppers answered *either makes no difference to me / don't know* suggesting that either there is more ambivalence among shoppers with regards to the organic vs. fairtrade choice or that the two concepts hold equal weight for a significant proportion of shoppers.

When we examine this by level of organic purchase (Figure 18a), we find that among heavy organic buyers there is a slim preference for the organic product over the fairtrade one (30% vs. 26% in Wales and 31% vs. 24% in England / Scotland).

Figure 18a: One organic, one fairtrade: by level of organic purchase
Preference if choosing between two similar products

	Level of organic purchase							
	Wales				*England /Scotland*			
	Non	Light	Medium	Heavy	Non	Light	Medium	Heavy
Choose organic product	5	14	20	30	5	10	21	31
Choose fairtrade product	49	37	35	26	48	45	32	24
Makes no difference to me	45	47	38	37	47	41	42	35
Don't know	1	3	7	8	1	4	5	10

Source: Q12b x Q6

Although closer than when comparing organic vs. locally produced, there remains slight preference for the fairtrade product when we examining results on this among those who agree with positive statements about organic produce.

Figure 18b: One organic, one fairtrade: by those agreeing with each statement
Preference if choosing between two similar products

	Agree with attitude statement					
	Wales			***England /Scotland***		
	Those who AGREE that organic food tastes better	Those who AGREE that organic produce is healthier	Those who AGREE that organic produce tends to be better quality	Those who AGREE that organic food tastes better	Those who AGREE that organic produce is healthier	Those who AGREE that organic produce tends to be better quality
Choose organic product	26	22	24	27	24	24
Choose fairtrade product	27	31	29	30	31	32
Makes no difference to me	41	42	41	39	40	38
Don't know	6	5	5	5	5	6

Source: Q12b x Q12a

7. SEGMENTING CONSUMER ATTITUDES TOWARDS ORGANIC FOOD

7.1 Overall segmentation

In order to provide further insight into the different attitudes towards organic food, a segmentation of shoppers has been undertaken using multivariate analysis techniques.

Two techniques have been used:

- Factor analysis – grouping questions, which is a pre-cursor to…..
- Cluster analysis – grouping respondents

The first statistical technique, factor analysis, identifies latent, underlying concepts within the data by grouping associated items into ‘factors’. In this case, factor analysis was applied to Q12 which contained the list of 19 different attitude statements[7]. The following five factors were extracted:

Factor	Statements contributing to factor
Not bothered	It doesn't really bother me if food I eat contains additives and E-numbers I'm not really that concerned about pesticides and fertilisers used by farmers I don't particularly try to avoid GM (Genetically Modified) products I don't really know enough about organic produce to justify paying for it I just don't see any benefits to organic produce For British beef and lamb I don't see much difference between organic and non-organic
Origin important	I'd be more likely to buy organic food if I knew it came from Wales I'd be more likely to buy organic food if I knew it was British I'm much more interested in where produce has come from than whether it's organic or not
Price sensitive	I regularly compare the prices on organic and non-organic produce Putting an organic label on food is just an excuse to charge more for it
Organic better	Organic produce tends to be better quality I think that organic food tastes better Organic food represents good value for money Organic produce is healthier for you
Environment benefits	Producing food organically allows wildlife to flourish Organic farming means better standards of animal welfare Producing food organically helps to reduce our carbon footprint

Cluster analysis is a statistical technique for grouping respondents in this case, according to their pattern of responses to the above five factors.

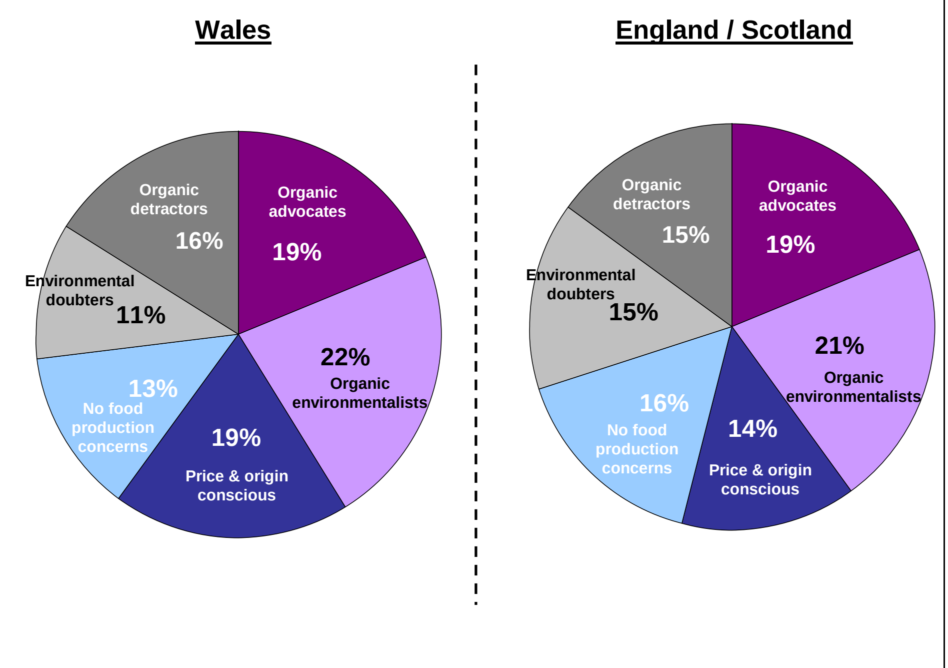
[7] *‘I'd be more likely to buy organic food if I knew it came from Wales’* was excluded from the factor analysis and *‘I regularly cook meals from scratch’* fell out as a single factor and was not deemed discriminating enough to be used in the cluster analysis.

Clusters are derived such that members of the same segment share similar responses, but also are maximally differentiated from other segments. The number of clusters or segments is determined as part of the analysis, but in any given segmentation they usually number between four and nine. In this instance 6 cluster groups have been identified and these are detailed below:

	Characterised by:
Organic advocates	Being very positive about organic produce with strong recognition of benefits and positive perception on value for money.
Organic environmentalists	Being generally positive about organic produce but with a strong emphasis on the environmental benefits and also a concern for food provenance.
Price & origin conscious	Price being the major barrier to organic consumption and provenance also being important to them.
No food production concerns	Displaying a lack of interest in the production methods of food they eat whilst not necessarily being anti-organic.
Environmental doubters	Having a tendency to doubt many of the benefits of organic but are particularly sceptical of the environmental benefits.
Organic detractors	Having generally negative views on a wide range of issues with organic value, taste and quality in particular not recognised.

The proportion of the population who fit into each of these segments in each market is shown in figure 19 below. Overall, the segmentation is similar in each market. However, in Wales there are slightly more shoppers who fit into the *price and origin conscious* segment (19% vs. 14% in England / Scotland). In contrast, the England / Scotland market contains slightly higher proportions of *environmental doubters* and *no food production concerns* relative to Wales (15% vs. 11% and 16% vs. 13% respectively)

Figure 19: Overall cluster segmentation



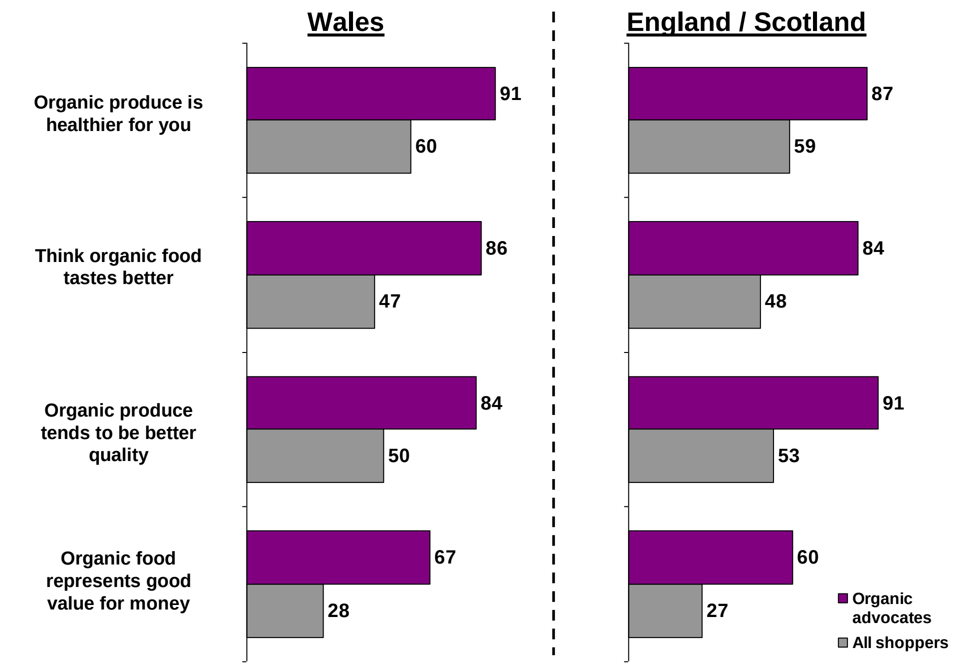
Base: All survey respondents (Wales – 704, England / Scotland – 703)

Source: Cluster analysis

7.2 Exploring the attitudes of each segment in more detail

Organic advocates
Figure 20 provides examples of the attitudes that make the *organic advocates* segment distinct by comparing results among this segment in comparison to all shoppers (% agreeing)

Figure 20: Organic advocates vs. All shoppers
% agreeing with selected statements



Base: All survey respondents & organic advocates (Wales – 704, 134, England / Scotland – 703, 133)

Source: Q12a

As shown above *organic advocates* were much more likely than the average shopper to believe in the health, taste and quality benefits of organic produce with nearly all agreeing with these statements compared to around half among all shoppers. Furthermore, around two thirds of this segment (67% Wales, 60% England / Scotland) agreed that organic produce offered good value for money, the only segment where this was the majority view.

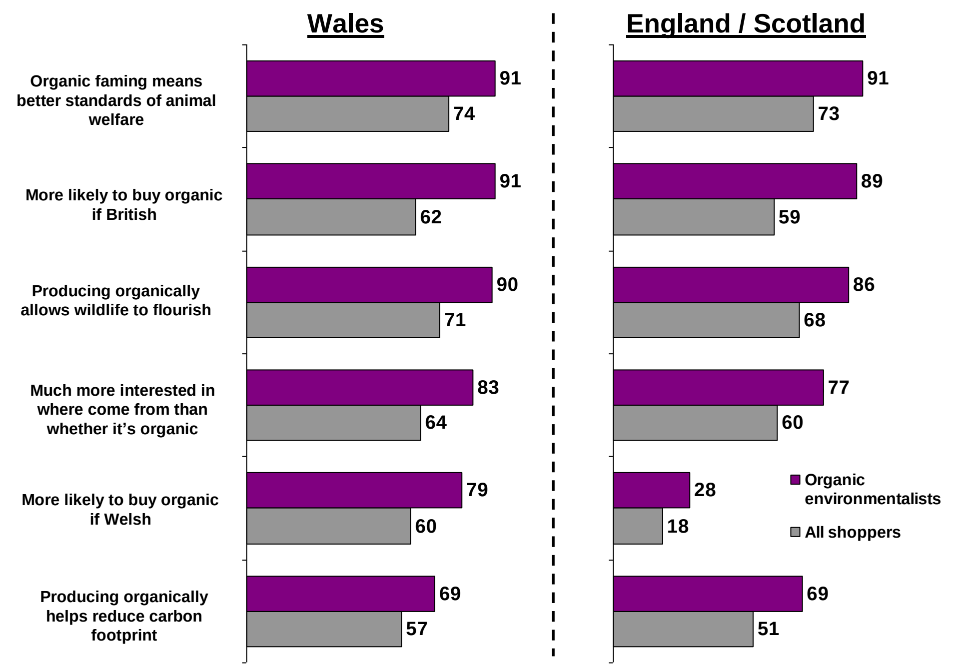
In addition to the above, organic advocates were also more likely than the average shopper to recognise the environmental and animal welfare benefits of organic produce and also showed concern about the food they ate – only very few of this group agreed that they were *not concerned about fertilisers and pesticides* and not bothered if food they ate contained e-numbers and additives.

Organic advocates were less likely than any other segment to say they were *much more interested in where a product came from than whether it was organic or not*, with only a third agreeing with this. However, when questioned further about a direct trade off between an organic vs. locally produced product, the proportion choosing the organic product was only half that selecting the locally produced one (24% organic vs. 45% locally produced in Wales, 24% vs. 47% in England / Scotland). This highlights the importance of food provenance to even this most pro-organic of segment of shoppers.

Organic environmentalists

Figure 21 shows some of the more distinct attitudes of organic environmentalists.

Figure 21: Organic environmentalists vs. All shoppers
% agreeing with selected statements



Base: All survey respondents & organic environmentalists (Wales – 704, 156, England / Scotland – 703, 151)

Source: Q12a

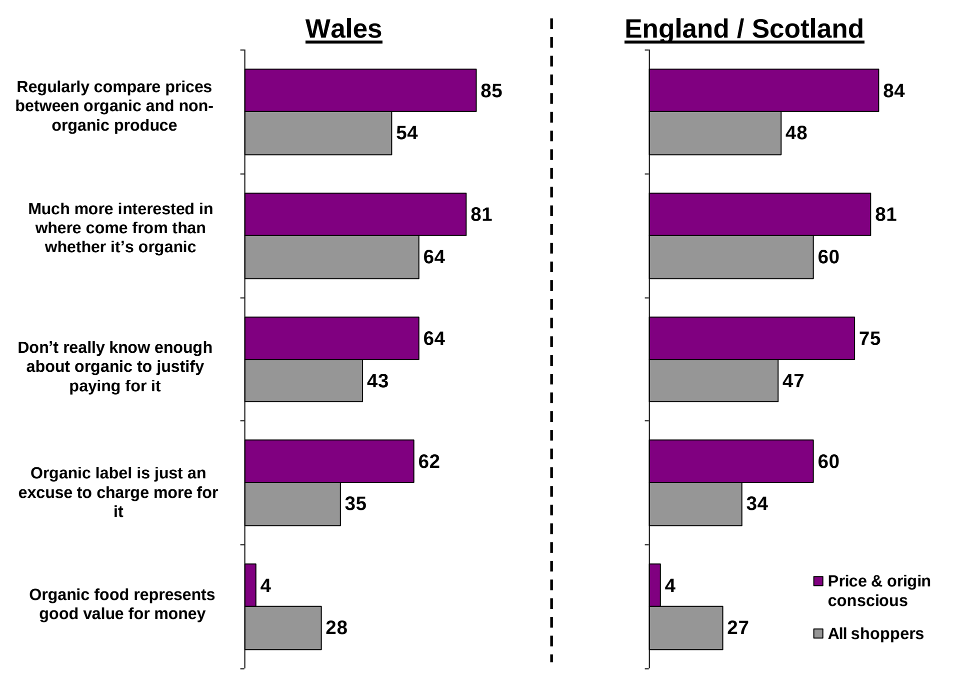
As the name suggests, benefits of organic products related to environmental aspects such as *allowing wildlife to flourish*, *helping to reduce carbon footprint* and *better standards of animal welfare* were particularly likely to be recognised by *organic environmentalists.* This concern for the environment also translates into strong concern for food provenance – around four fifths (83% Wales, 77% England / Scotland) agreed that *I'm much more interested in where a product has come from than whether its organic or not*. In addition, this segment were more likely than any other to report an increased likelihood to purchase organic produce if it came from Britain – around 9 in 10 in comparison to 6 in 10 of all shoppers.

For this segment, environmental benefits tend to sit alongside other favourable perceptions of organic produce such as taste, health and quality although agreement with these statements was not quite to the same level as with *organic advocates*.

Price & origin conscious

Only 4% of this segment (in both Wales and England / Scotland) agreed that *organic food represents good value for money*.

Figure 22: Price & origin conscious vs. All shoppers
% agreeing with selected statements



Base: All survey respondents & price and origin conscious (Wales – 704, 135, England / Scotland – 703, 97)

Source: Q12a

The cost conscious nature of this segment is reinforced by the finding that they were more likely than any other segment to *regularly compare prices between organic and non-organic products (85% Wales, 84% England / Scotland)* and to agree that *putting an organic label on food is just an excuse to charge more for it (62% Wales, 60% England / Scotland).*

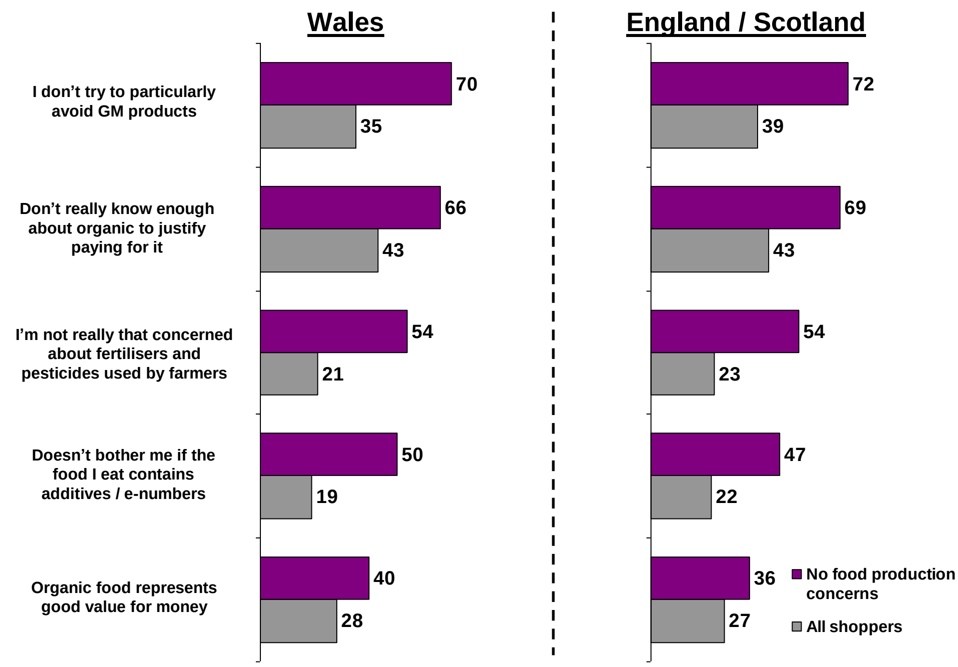
Despite the above, this segment of consumers were not totally anti-organic with a majority recognising the environmental and animal welfare benefits or organic produce. Whilst recognition of taste, quality and health benefits of organic produce were at lower than average levels they were not completely absent from this group with between a third and a half agreeing with statements relating to these factors.

What does appear to carry greater weight with this group of shoppers is provenance. In this respect they were similar to *organic environmentalists* with four fifths (81% in both markets) agreeing that they are *much more interested in where a product has come from than whether its organic or not.* They also report increased likelihood to purchase organic produce if they knew it came from Britain. For this group, in particular, linking organic produce to a local dimension appears to represent the best chance off setting price concerns and demonstrating 'value' in organic produce.

No food production concerns

The distinguishing feature of *no food production concerns* was that they appear to take less notice or were less concerned about methods of food production and thus the content of their food as shown in figure 23. This group were at least twice as likely compared to the average shopper to agree with *I'm not concerned about fertilisers and pesticides* (54% in both markets), *I don't particularly try to avoid GM foods* (70% Wales, 72% England/Scotland) and *it doesn't bother me if food has additive or e-numbers* (50% Wales, 47% England / Scotland).

Figure 23: No food production concerns vs. All shoppers
% agreeing with selected statements



Base: All survey respondents & no food production concerns (Wales – 704, 90, England / Scotland – 703, 112)

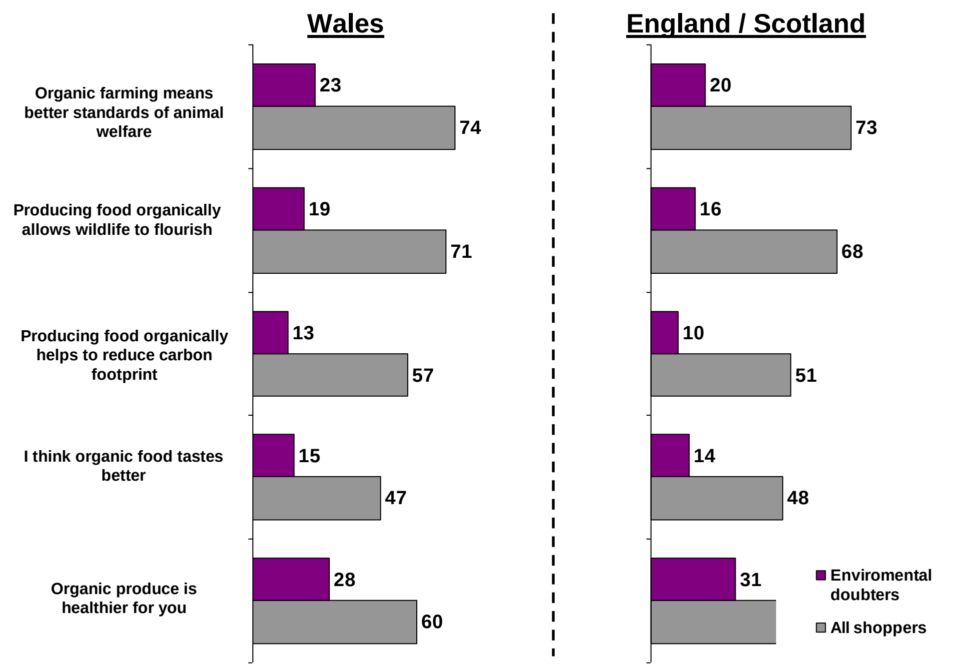
Source: Q12a

Despite this apparent lack of concern for food production, this group were not necessarily particularly negative towards organic produce. On most of the statements related to benefits of organic produce at least average levels of agreement were reported meaning that over half agreed with the environmental, animal welfare, quality and health benefits of organic produce. In terms of positive opinion of value for money of organic produce, this segment were second only to *organic advocates* – 40% in Wales and 36% in England / Scotland agreeing it represented good value.

Environmental doubters

The environmental doubters segment is, in essence, the opposite of the organic environmentalists group. Figure 24 shows some of the more distinct attitudes of this segment.

Figure 24: Environmental doubters vs. All shoppers
% agreeing with selected statements



Base: All survey respondents & environmental doubters (Wales – 704, 76, England / Scotland – 703, 103)

Source: Q12a

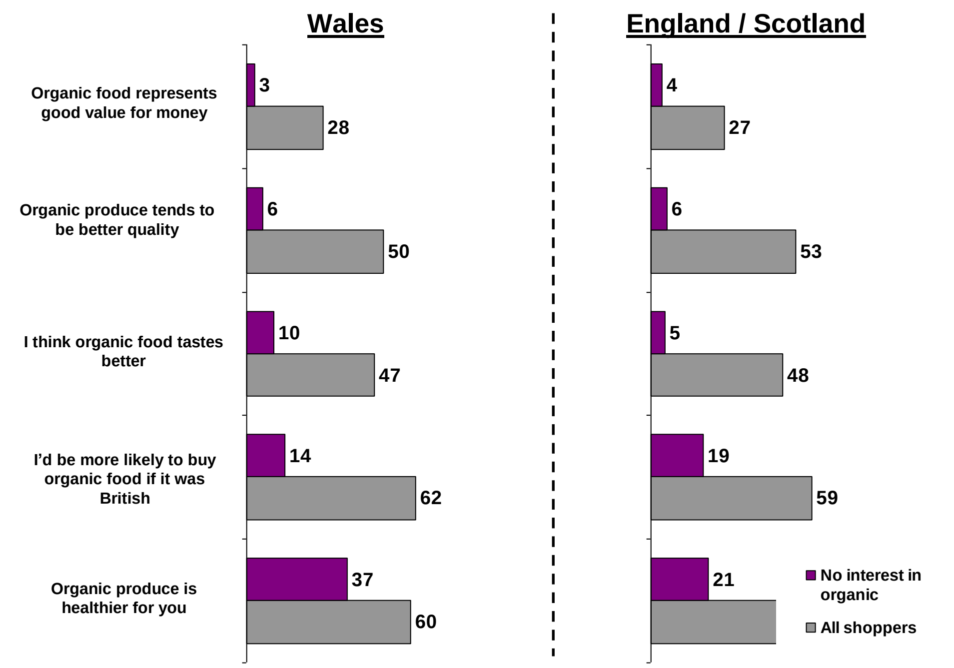
This group of consumers are particularly sceptical of environmental benefits or organic produce. Under a fifth (19% Wales, 16% England / Scotland) agreed that *producing food organically allows wildlife to flourish* compared with 7 in 10 shoppers in general. A very similar pattern of results were seen in terms of perceptions of animal welfare benefits and environmental doubters were even more cynical that *producing food organically helps to reduce the carbon footprint* with only 13% Wales and 10% in England / Scotland agreeing with this. Although there is no further evidence in this survey, this attitude may point towards a general level of scepticism of the environmental consequences of modern living among this group.

Although their environmental doubts were particularly distinct from other segments, this group also appeared to have reservations about organic produce on a number of other levels. Perceptions of better taste, higher quality, health benefits and value for money were all significantly less favourable than the average shopper.

Organic detractors

The *organic detractors* segment are the most negative towards organic produce. They differ from the average shopper in a number of ways, some of which are shown in Figure 25.

Figure 25: Organic detractors vs. All shoppers
% agreeing with selected statements



Base: All survey respondents & Organic detractors (Wales – 704, 107, England / Scotland – 703, 107)

Source: Q12a

In particular, those perceiving taste and quality benefits of organic produce as well as its value for money were almost non-existent among this group.

In addition, this group were:

- More likely to believe *an organic label was an excuse for charging more for it* -57% Wales, 55% England Scotland vs. 35% and 34% respectively among all shoppers.
- More likely to *not particularly try to avoid GM food* – 60%, 61% vs. 35%, 39% respectively
- More likely *not to be bothered if food they eat contains additives and e-numbers* – 41%, 47% vs. 19%, 22%
- Less likely to show increased motivation to buy organic if it was from Britain – 14%,19% vs. 62%, 59%

7.3 Purchase patterns among the shopper segment

The shoppers groups identified and detailed above were segmented solely on the basis of attitudes. However, one would expect to find a relationship between the different attitudes of the shoppers segments and their respective purchasing patterns. This indeed is the case, although as ever, there is not a perfect fit between attitudes and subsequent behaviour. For example not all *organic advocates* have purchased organic food - 6% of this group in Wales have not purchased organic produce in any of our 13 categories and 4% in England / Scotland. Similarly, around half of those who have been categorised into the *organic detractors* segment have actually purchased organic produce to some degree.

Figure 26: % in each category of organic produce usage by cluster segment

Organic purchasing by clusters	Advocates		Environmentalists		Price & Origin		No food prod. concerns		Environment doubters		Organic detractors	
	Wales	E/S	Wales	E/S	Wales	E/S	Wales	E/S	Wales	E/S	Wales	E/S
Do not use	6	4	4	8	21	28	30	22	44	42	55	49
Light	16	17	20	20	48	36	36	44	34	33	27	31
Medium	34	34	42	41	24	32	25	22	14	19	15	19
Heavy	44	46	34	31	7	5	9	12	7	6	3	2

Source: Cluster analysis x Q6

Nevertheless, overall the behavioural analysis validates the attitudinal segmentation. Those in the two most attitudinally positive groups – *organic advocates* and *organic environmentalists* – were much less likely to be non-buyers and had much larger proportions of heavier organic buyers in comparison to other segments. Shopper groups which had the most negative attitudes towards organic produce – *environmental doubters* and *organic detractors* – were much more likely to be non-buyers and had much lower proportions who were heavy / medium organic buyers than other segments.

Those with attitudes that were more mixed – *price and origin conscious* and *no food production concerns* – also occupy more of the middle ground in terms of overall level of consumption of organic produce.

If those with less favourable attitudes towards organic food are still purchasing it to a certain extent this begs the question, why? Examining motivations to purchase data collected by the survey provides some insight into this. This analysis reveals that for the most positive segments, *organic advocates* and *organic environmentalists*, motivations related to health, better taste / quality, and no or fewer chemicals were all more important to them than price in both Wales and England / Scotland.

For all other segments, for the most part, price (i.e. will buy if its on offer / depends on price) was the most frequently mentioned motivation to purchase – the only exception being the *no food production concerns* group in Wales where taste and health reasons were slightly more prevalent.

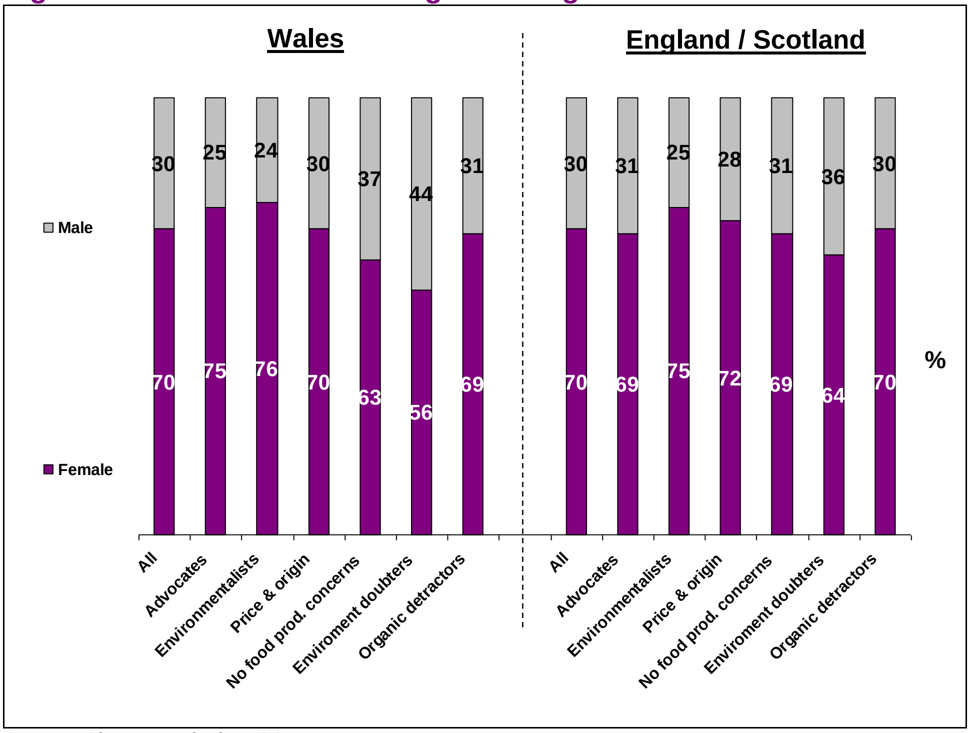
7.4 Targeting the shopper segments – demographic profiling and media consumption

In order to understand a little more about each of these shopper segments and to begin to understand to whom and how messages should be targeted, this section examines the demographic profile of the shopper segments and basic media consumption.

In terms of gender, for the most part differences between the segments were relatively small. The major exception to this is environmental doubters who, relative to their proportions among all shoppers, were more likely to be male, particularly in Wales. In contrast, organic environmentalists were slightly more likely to be female relative to the all shoppers.

In addition, in Wales the *no food production concerns group* had slightly higher proportions of male shoppers whereas *organic advocates* showed a slight female bias. These differences did not exist in England / Scotland.

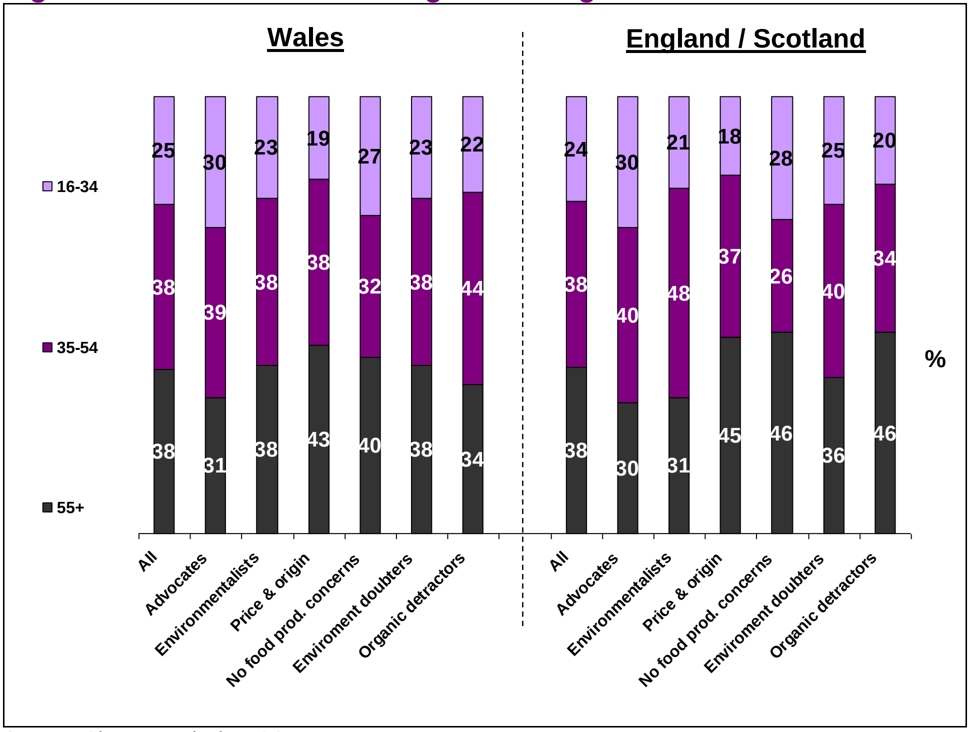
Figure 27: Profile of cluster segments – gender



Source: Cluster analysis x Q3

In terms of age (Figure 28 overleaf), again differences were not particularly skewed, but overall, *organic advocates* tended to have a marginally younger profile with slightly more 16-34s (30% Wales, 30% England / Scotland) than were present in the overall sample of shoppers (25% and 24% respectively) and slightly fewer of those aged 55+ (31%, 30% vs. 38%, 38% respectively). The reverse was true for those defined as *price and origin conscious* in both Wales and England / Scotland.

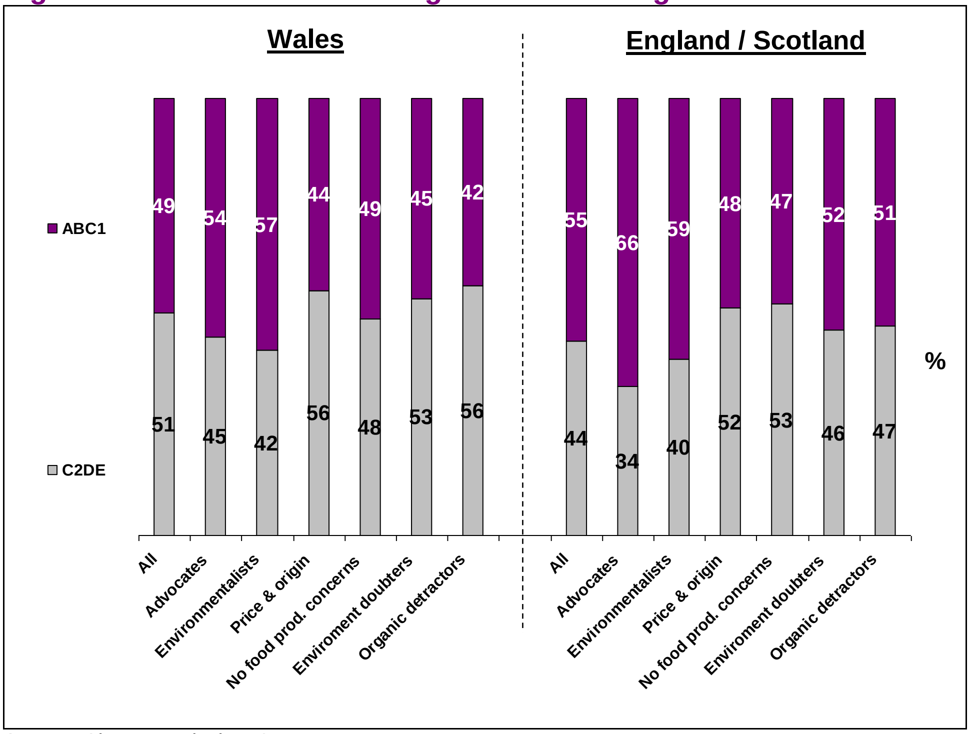
Figure 28: Profile of cluster segments – age



Source: Cluster analysis x Q2

Social grade provided a more clear-cut picture of differences between the segments. The two most positive, *organic advocates* and *organic environmentalists* were more 'upmarket' in both Wales and England / Scotland with more ABC1s than found in respective overall shopper profiles. Those who were *price and origin conscious* and who had *organic detractors* had higher proportions of C2DEs, as did those with no food production concerns (but in England / Scotland only).

Figure 29: Profile of cluster segments – social grade



Source: Cluster analysis x Q4

In order to provide some basic understanding on how to access these various shoppers segments via different outlets, media consumption and other food-related activities were captured as part of the survey.

As may be expected, watching commercial TV programmes regularly (82% in Wales, 83% in England / Scotland) was the most likely reported media activity among shoppers in both markets and levels of consumption were similar across all of the shopper segments. In addition, around 7 in 10 reported that they regularly watch TV programmes about food or cooking. Although the pro-organic segments were most likely to watch TV programmes of this sort, at least half of all other groups were also doing so, including the most negative group, *organic detractors* (56% in Wales and 59% in England / Scotland).

A similar pattern is observed when considering internet usage – i.e. it is highest among the pro-organic groups, but is used regularly by 6 in 10 of shoppers in all other segments.

Overall, regular newspaper readership both local (66% Wales, 68% England / Scotland) and UK national (59% Wales, 61% England / Scotland) were at similar levels to regular internet use. Differences in newspaper readership by shopper segments do not follow a strong consistent pattern. There was, however, more differentiation when considering the proportion who regularly read food supplements within newspapers or food-related magazines with readership tending to be higher in the more pro-organic groups, particularly the *organic environmentalists* (54% in Wales, 63% in England / Scotland) vs. 47% and 46% respectively for all shoppers.

In addition, newspapers in Wales with a more national focus also tend to be consumed to a greater degree by those with more pro-organic attitudes in addition to the *price & origin conscious* group.

7.5 Segment summaries

This final sub-section provides an overview of the shopper segments that have been identified, including appropriate messages which may overcome negative attitudes or reinforce positive ones.

Organic advocates

Size	19% of shoppers in both Wales and England / Scotland
Attitudes	The most positive of all groups being much more likely to appreciate the health, taste and quality benefits of organic produce than the average shopper. Also hold favourable opinions on a range of other organic issues.
Behaviour	Have the highest levels of purchasing of any of the shopper segments – 44% of this group in Wales and 46% in England/Scotland are 'heavy' organic purchasers. Motivations to purchase reflect benefits recognised above.
Who are they?	ABC1s tend to be over-represented in this group as to a lesser extent are younger shoppers and women (Wales only). Regular internet use also tends to be higher.
Message required	Are generally receptive to positive organic messages, although worth reinforcing health and taste benefits to increase purchase frequency. In addition, currently more would select a locally produced product over an organic one and thus strengthening of the local-organic link may also impact positively.

Organic environmentalists

Size	21% of shoppers in Wales, 22% in England / Scotland.
Attitudes	The second most positive shopper segment with particular belief in the environmental benefits of organic production. Generally have favourable views on other benefits of organic (not quite to same extent as organic advocates). Provenance is also key to this segment.
Behaviour	Again, second only to organic advocates in terms of weight of organic consumption – 34% are heavy buyers in Wales & 31% in England / Scotland. Motivations to purchase tend to be health and taste related.
Who are they?	ABC1s tend to be over-represented in this group as well as a slight bias towards women. Regular internet use also tends to be slightly higher than average and this group were more likely than any other to attend food festivals, regularly read food supplements / magazines and watch food-related TV.
Message required	As with organic advocates they are positive to organic messages but worth reinforcing health and taste benefits to increase purchase frequency. Further stressing environmental benefits of organic production will appeal in particular to this group and may further reinforce loyalty. As provenance is also key to them, again strengthening the local-organic link is likely to be beneficial.

Price & origin conscious

Size	19% of shoppers in Wales, 14% in England / Scotland.
Attitudes	The major barrier to organic consumption (or increased organic consumption) for this segment is price. Whilst value for money perceptions may be poor, this does not lead to particularly anti-organic attitudes in other areas .Provenance is also key for this group.
Behaviour	The majority (around three-quarters) of shoppers in this group do purchase organic produce to some degree, although they are more likely to be light or medium users. Motivations to purchase organic produce tend to be opportunistic (when on offer, reduced).
Who are they?	Have a slightly older profile than shoppers in general and also have an overrepresentation of C2DEs.
Message required	Any messages that reinforce small or non-existent price differentials (in markets where they exist) between organic and non-organic produce will motivate this group. Potential to off-set price concerns would be best served by stressing local nature of organic produce as provenance is important to this group.

No food production concerns

Size	13% of shoppers in Wales, 16% in England / Scotland.
Attitudes	Characterised by taking less notice or showing less concern about issues of food production (e.g. avoiding GM) but are not necessarily anti-organic.
Behaviour	Similar to that of price & origin conscious – around three quarters are organic buyers but most likely to be light or medium buyers. Motivations to buy organic are a mix of price (on offer), health and taste.
Who are they?	Slightly more polarised in terms of age and consequently fewer in the middle age group (35-54). Less likely to attend food festivals and read food supplements / magazines reflecting their lack of relative interest in the subject.
Message required	Broader educational messages required which explain 'where food comes from' and its implications. A difficult task, but if consciousness can be raised in this area, there is a platform for increased organic consumption as, overall, current attitudes are not particularly anti-organic.

Environmental doubters

Size	11% of shoppers in Wales, 15% in England / Scotland
Attitudes	This segment are distinct in being particularly sceptical about the environmental benefits of organic production. In addition, they also have doubts about the benefits of organic produce in other areas.
Behaviour	Around two-fifths of this group have never bought organic produce. Those who do are more likely to be light buyers than anything else.
Who are they?	Men are overrepresented among this group, particularly in Wales. Social grade is in line with shoppers in general.
Message required	Multiple messages are required to help group understand the added value of organic produce. However, likelihood of success is perhaps low, in particular with environmental issues, as views appear quite entrenched.

Organic detractors

Size	16% of shoppers in Wales, 15% in England / Scotland
Attitudes	The most negative of all segments with much less favourable views on a range of attitudes towards organic produce. Taste / quality and health benefits of organic produce alongside value for money are particularly poorly regarded.
Behaviour	The least likely of all segments to have bought organic produce – around a half have never done so.
Who are they?	Social grade profile is skewed towards C2DEs and they are less likely to attend food festivals, read food supplements / magazines and watch food related TV programmes.
Message required	Again, multiple messages are required around several aspects of the added value of organic produce, with perhaps less chance of success than with other segments given the low starting point.

8. SUMMARY & CONCLUSIONS

1. When asked to spontaneously outline their understanding of the concept of organic products, encouragingly nearly all consumers were able to say something. Response tends to be focussed on the means of production, with three quarters mentioning some explanation of the chemical free way in which organic produce is grown / bred.

2. At this level (spontaneous description) fewer respondents made mention of health, taste, quality and environmental benefits of organic produce, suggesting perhaps that these product benefits are not top of mind associations for consumers.

3. Overall, more than three-quarters (77%) of consumers claimed to have purchased organic produce to some degree and this level of claimed purchasing is close to the level recorded by 'real' purchase panel data (88%). This points to lower levels of incidental purchasing (gap between real and claimed) than found in 2003 when claimed purchase was at 48%, with panel data recording organic purchases in 77% of households.

4. Purchasing of organic produce is not a black and white issue of 'do' or 'don't' as evidenced by the following:

    i. On average consumers were purchasing organic produce in 4.3 out of the 13 categories presented to them

    ii. Only 2% of consumers bought organic produce in every category they made purchases in.

    iii. Out of all 1,407 people interviewed, no-one was purchasing organic 'always / mostly' in every category they made purchases in.

5. Furthermore, loyalty among organic purchasers in each category is limited. Other than eggs[8], in each category a maximum of one third of organic purchasers 'always / mostly' choose organic when buying in that category.

6. Given the above, it is advisable that any future communications / marketing needs to be inclusive in tone – encouraging increased organic purchase but not aiming to 'convert' consumers to a fully organic shopping basket as this would be unrealistic and is likely to be de-motivating.

7. In terms of demographics, the strongest relationship with weight of organic purchasing was social grade, with those from the higher social grade ABC1 being more likely to be heavier purchasers. However, it is not exclusively ABC1s who make up this group with C2DEs accounting 40% of 'heavy purchasers' in Wales and 31% in England / Scotland.

8. Among the 23% of consumers who do not purchase organic produce, future intention to purchase was low - only around 1 in 10 of this group claimed they

[8] However this is a misleading response around 60% of consumers claim to always/mostly buy organic eggs, yet organic egg sales only make up 4% of all egg sales.

were ‘fairly likely’ to buy organic produce in the future. The overwhelming barrier to purchase among this group was stated as price.

9. Conversion of the non-organic purchasing group should therefore not be regarded as a priority, particularly when considering the scope for increasing purchase frequency with the considerable proportion of shoppers who are already purchasing organic produce.

10. The spontaneous response to questions on motivations to purchase organic produce centre on health, taste, fewer chemicals and animal welfare. As such, these elements should be strong components of any communication / marketing aiming to reinforce positive organic messages and increase purchase frequency.

11. In addition, anything that can highlight the existence of small or non-existent price differentials between organic and non-organic produce would be useful in motivating purchase as price is also stated as the major barrier to increased purchasing among those already buying organic produce.

12. When prompted, a majority of all consumers agreed with statements concerning some of the benefits of organic produce – in particular *means better standard of animal welfare* (74% Wales, 73% England / Scotland), *allows wildlife to flourish* (71%, 68%) and *is healthier* (60%, 59%) suggesting that these are credible messages which the general public will be receptive to hearing more about.

13. Around half also agreed that *organic produce is better quality* and *tastes better.* However, only just over a quarter believe that organic produce *offers good value for money.* This suggests that the benefits associated with organic are not sufficiently important to some consumers to create good value perceptions or that the benefits are not sufficiently understood / reinforced often enough. This would corroborate with product benefits not featuring high on the list of spontaneous associations and highlights the need for increased effort in this area. It is also reinforced by the fact that around half of all consumers agreed with the statement *I don’t really know enough about organic produce to justify paying for it*.

14. Around 6 in 10 consumers agreed that *I’m much more interested in where a product has come from than whether it’s organic or not.* Further evidence of the importance of provenance is found when examining results to the question which asks consumer to choose directly between an organic and a locally produced product. Around 6 in 10 (64% Wales, 59% England / Scotland) chose the locally produced one with less than 1 in 10 choosing the organic product (8% in both regions).

15. Furthermore, even ‘heavy’ organic purchasers displayed preference for the locally produced product over the organic one (54% vs. 20% in Wales, 49% vs. 21% in England / Scotland). This highlights the importance of provenance and therefore producers should consider stressing this to their customers alongside their organic credentials.

16. Whilst the survey does not explicitly question what consumers understand by ‘locally produced’, there is evidence elsewhere in the survey that its use as a motivating factor is not limited to stressing a product originates from a nearby local farm. For example, consumer in Wales were just as likely to agree that

they would be *more likely to buy organic produce if they knew it was from Britain* (62%) as they were *if they knew it came from Wales* (60%). As such, it is possible that many consumers perceive 'local' as coming from Britain (and are motivated by this) rather than coming from overseas.

17. Through the use of cluster analysis the survey identifies 6 attitudinal segments among consumers – *organic advocates, organic environmentalists* (broadly favourable to organic produce), *price and origin conscious, no food production concerns* (mixed views on organic produce), environmental doubters and organic detractors (broadly negative to organic produce).

18. We recommend that future communications / marketing are aimed at four of these groups: *organic advocates*, *organic environmentalists, price and origin conscious* and *no food production concerns*. These four groups account for 73% of shoppers in Wales and 70% in England / Scotland.

19. Communicating the link between organic produce and local produce is key for all of these groups as importance is placed on provenance by all four.

20. Whilst both *organic advocates* and *organic environmentalists* already have relatively positive opinions on organic produce, messages need to be reinforced to cement these views. Messages for these groups should centre around health, taste and quality (their current motivations when they do purchase), as well as the environmental benefits for the latter segment. Increasing the prominence of these factors in consumers' minds will help tip the balance when trading off organic benefits versus price at the point of purchase and thus hopefully increase purchase frequency among this already favourable group.

21. This tipping of the product benefit vs. price balance is more difficult for the *price and origin consciou*s and *no food production concerns* groups. However, for both groups this may be best achieved by stressing the 'local' nature of organic produce. In addition, where small / no price differentials to non-organic produce exist, this needs to be fully exploited among the *price and origin* conscious group.

22. For the purposes of targeting, it is worth noting that organic advocates and environmentalists are more likely to be ABC1, are slightly more likely to be female than the average principal grocery shopper and have higher than average consumption of digital media and food-related magazine supplements.

23. By contrast, the price and origin conscious groups are slighter older (55+) and more C2DE profile than all shoppers and were more likely than average to consumer traditional media such as radio and newspapers (in Wales at least).

Appendix – Survey Questionnaire

Organic Centre for Wales
Consumer Attitudes towards Organic Produce Survey
FINAL – 27.05.10

READ OUT
Good afternoon \ evening, my name is........... and I am calling from Beaufort Research on behalf of Aberystwyth University.
We are conducting a short survey about consumer attitudes towards food with people across the UK. It should only take around 10 minutes to complete the interview and all of your answers will be treated with the strictest confidence.

REASSURE AS NECESSARY (NO SELLING, INTERVIEW LENGTH, CONFIDENTIALITY ETC.)

Firstly, can I ask.....
Q1 Are you mainly or jointly responsible for buying food and grocery items in your household?

Yes – CONTINUE
No - CLOSE

Just to check that we interview a respresentative sample of shoppers.........

Q2 Could you tell me your age please?

RECORD EXACT AGE: ________

AND CODE TO CATEGORY BELOW

1 □ 16-34
2 □ 35-54
3 □ 55+

CHECK AGAINST QUOTA

Q3 RECORD GENDER

1 ☐ Male
2 ☐ Female

CHECK AGAINST QUOTA

Q4. Can you tell me the occupation of the Chief Income Earner within the household? (The Chief Income Earner is the member of the household with the largest income, whether from
employment, pensions, state benefits, investments or any other source. This person can be of either sex.)
NOTE: IF CHIEF INCOME EARNER IS RETIRED OR REGISTERED UNEMPLOYED, ASK FOR PREVIOUS
OCCUPATION

SOCIAL CLASS (Based on occupation of chief income earner)

1 ☐ ABC1
2 ☐ C2DE

CHECK AGAINST QUOTA

Q5a I am going to read out some different places where you can buy fresh produce such as meat and fruit and vegetables. Can you tell me if you visit these places regularly, occasionally or never to buy fresh produce?

- Regularly
- Occasionally
- Never

Supermarket
Local shop / convenience store
Butchers
Greengrocers
Local Market
Farmers market
Farm shop
Direct from the producer via a 'box scheme' or 'mail order' including over the internet

Now I would like to ask you about organic produce..

Q5b When a product is organic, can you tell me what you think organic means or represents?

Probe: Anything else?

OPEN ENDED VERBATIM

I'm now going to read out a number of different categories of food, drink and other products ……

Q6 When buying items in each of these categories, I would like you to tell me whether or not you buy any organic produce. So please answer either..

READ OUT:

Always or mostly buy organic in this category
Occasionally buy organic in this category
Never buy organic in this category

Do NOT buy produce (organic or non-organic) at all in this category

So firstly….

READ OUT EACH CATEGORY IN TURN

(ORDER RANDOMISED BETWEEN RESPONDENTS)

☐…..Fresh fruit and vegetables
☐…..Eggs
☐…..Milk and other dairy products
☐…..Pork / chicken / bacon
☐…..Flour, cereals and bakery products
☐…..Chilled convenience foods (such as ready meals, pate, coleslaw, dips)
☐…..Alcoholic drinks
☐…..Soft drinks (including tea and coffee)
☐…..Food products for children over three (such as lunchbox items)
☐…..Beef
☐…..Lamb
☐…..Clothes and other textiles
☐…..Beauty and personal care products

ASK Q7 – Q8 IF NEVER BUY ANY ORGANIC PRODUCE AT Q6

Q7 How likely do you think it is that you will buy organic produce in the future?

Very likely
Fairly likely
Not very likely
Not at all likely

Q8 Why do you say that?

OPEN ENDED VERBATIM

ASK Q9-11 IF EVER BUY ANY ORGANIC PRODUCE

Q9 What are the main reasons that you choose to buy organic products?

OPEN ENDED VERBATIM

Q10 In the future, do you think that you will buy more, the same amount or less organic produce than you are currently buying?

More
Same amount
Less

Q11 Why do you say that?

OPEN ENDED VERBATIM

Q12a I am now going to read out a number of statements that other people have said and I would like you to tell me how much you agree or disagree with each one. There are no right or wrong answers, it's just your personal opinion we are interested in.

So firstly…..

READ OUT EACH STATEMENT IN TURN

(ORDER RANDOMISED BETWEEN RESPONDENTS)

…I think that organic food tastes better

- Agree strongly
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Disagree strongly

REPEAT FOR:

…Organic produce is healthier for you

…Putting an organic label on food is just an excuse to charge more for it

…Organic food represents good value for money

… I'm not really that concerned about pesticides and fertilisers used by farmers

… Producing food organically helps to reduce our carbon footprint

… Organic farming means better standards of animal welfare

… Organic produce tends to be better quality

… I'm much more interested in where produce has come from than whether it's organic or not

…I regularly cook meals from scratch

…I don't particularly try to avoid GM (Genetically Modified) products

… I don't really know enough about organic produce to justify paying for it

… I just don't see any benefits to organic produce

…Producing food organically allows wildlife to flourish

…It doesn't really bother me if food I eat contains additives and e-numbers

…I regularly compare the prices on organic and non-organic produce

…I'd be more likely to buy organic food if I knew it came from Wales

…I'd be more likely to buy organic food if I knew it was British

... For British beef and lamb I don't see much difference between organic and non-organic.

Q12b If you were choosing between two similar products but one was organic and the other was a Fairtrade product, which one would you choose or would it make no difference to you?

Choose organic product
Choose Fairtrade product
Make no difference to me

Q12c And if you were choosing between two similar products but one was organic and the other was a locally produced, which one would you choose or would it make no difference to you?

Choose organic product
Choose locally produced product
Make no difference to me

Q13 And from this list, can you tell me which of these do you do on a regular basis?

READ OUT:

Read a National UK Newspaper
Read a National Welsh Newspaper
Read a Local Newspaper
Listen to commercial Radio (i.e. not BBC Radio Channels)
Watch commercial television programmes (e.g. ITV / S4C / C4, Channel 5)
Use the internet

None of the above

ASK IF USE INTERNET AT Q13
Q14 And for which of these reasons do you use the internet?

READ OUT:

For buying things – goods or services
For finding out information
For social networking – e.g. facebook, myspace etc…

None of these

ASK ALL
Q15 Do you do any of the following?

RECORD YES / NO FOR EACH

READ OUT:

Ever go to food festivals
Regularly read food magazines or food supplements in newspapers
Regularly watch TV programmes about food or cooking

ASK IN WALES ONLY
Q16 Which one of the statements on this card applies to you?

READ OUT:

I speak Welsh fluently
I speak Welsh but not fluently
I do not speak Welsh but understand enough to follow a conversation
I do not speak or understand Welsh

Q17 To which ethnic group do you belong?

READ OUT AS NECESSARY

- White
- Asian/Asian British
- Black/ African/ Caribbean/ Black British
- Mixed/multiple ethnic groups
- Other, please specify _______________

Refused (do not read out)

ASK ALL

Q18 Are there any children aged 16 or under in your household?

Yes
No

Q19 Record Postcode

THANK AND CLOSE