Public Consultation for Gloucestershire Food Vision

Prepared for Adrian Jevans

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Executive Summary

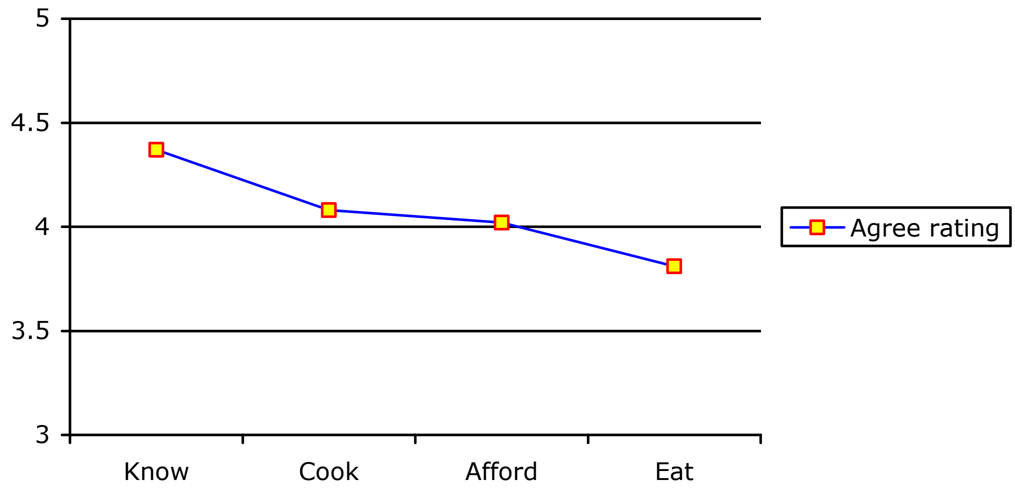
A total of 1,200 randomly chosen respondents from Gloucestershire were interviewed by telephone in May and June 2005 as part of a base-line study of food related behaviour and opinions for Gloucestershire Food Vision. 200 respondents were interviewed from each of the six districts; Cotswolds, Stroud, Forest of Dean, Tewkesbury, Gloucester and Cheltenham. A careful selection was made to reflect the population distribution in towns and villages in each district (a list of towns and villages the respondents came from is given in appendix 2 of this report). Lists were generated randomly from evenly distributed pages throughout the local telephone directories. 48% (610) of the respondents were urban (Cheltenham, Gloucester and the larger towns), 32% (404) were from market towns & larger villages (which we defined as more than 3000 inhabitants) and 20% (251) were from smaller villages & very rural (hamlets, farms etc). 26% were from social economic groups A/B professional/managerial), 34% C1 (skilled), 19% C2 (semi skilled) and 20% D/E (unskilled, unemployed). The average age was between 50 and 64, 96% white British and 72% female.

Overall the respondents were very willing and interested in taking part of the survey, over 900 respondents from all around the County have volunteered to go onto a Food Vision dedicated database for future related research. The results are based on statistically significant ($p<0.005$) observations. They are statistically representative of Gloucestershire as a whole within 3.7% at the 99% confidence level. This means that if you repeated the survey 100 times on a random selection of Gloucestershire residents, you would get the same results 99 times within 3.7%.

Section 1: Diet

- There was strong agreement (97%) to the statement "*I understand what is meant by a balanced diet"*
- This decreased to 92% for preparing, cooking and affording and to 88% to actually eating a healthy diet.

Figure E1: Graph illustrating the decrease in agreement in understanding a balanced diet to cooking, shopping and actually eating a healthy diet



In understanding what is meant by a balanced diet;

- Stroud residents were less confident compared to residents from other districts
- Women were more confident than men
- Those aged over 65 are less confident younger respondents

In knowing how to *prepare and cook a balanced diet*;

- Far fewer Stroud residents were likely to strongly agree that they can prepare & cook a balanced diet (20% as opposed to an average 40%)
- Higher social economic groups were more likely to strongly agreed than lower social economic groups
- Respondents from high social economic group A were more likely to strongly agree. However, even unemployed, low- income (social group E) respondents were on average likely to agree with this statement.
- Females were more confident than men (44% versus 33%)
- Respondents aged under 64 were more confident than older residents. The exception to this were those aged between 17 and 25.

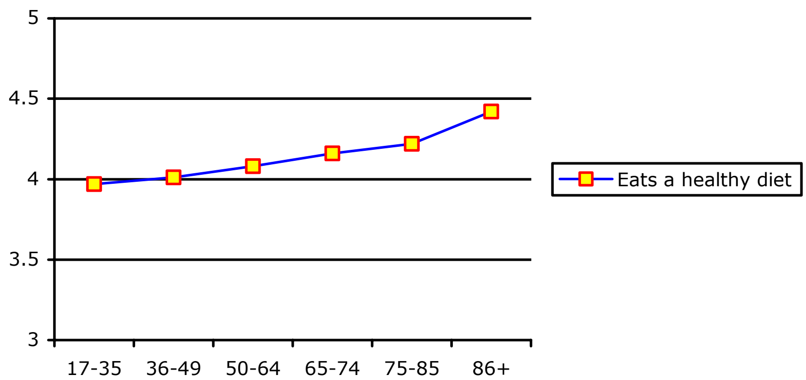
In believing that they can *afford a healthy diet;*

- Respondents who live in the Stroud district were half as likely (16%) to strongly agree, even though Stroud had a relatively high proportion of high social economic groups.
- Those who perceived themselves about the right weight were the most likely to strongly agree. Both young (aged between 17 and 25) and older (aged over 65) respondents were less likely to strongly agree
- Respondents aged between 50 and 64 were the most likely to be able to afford a healthy diet.

In response to the statement "*In my opinion I generally* ***eat a healthy diet***";

- Stroud residents were far less likely to strongly agree than those from other districts, with those from Cheltenham most likely to agree
- Less than a third of respondents strongly agreed
- Those respondents who consider themselves overweight were more likely to disagree and those who consider themselves about the right weight who were the most likely to strongly agree
- Men were also less likely to strongly agree and more men disagreed than women.
- There was a general trend of increasing age and increase in agreement to eating a healthy diet.

Figure E2: Graph illustrating eating a healthy diet across age ranges in Gloucestershire



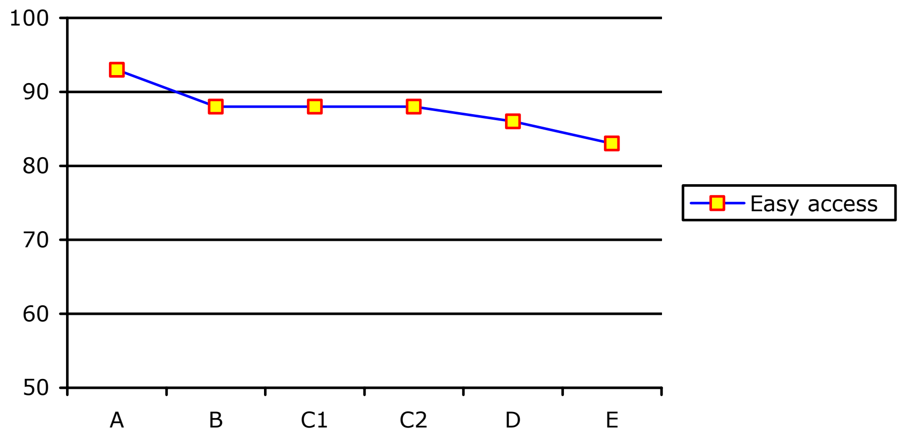
- Over 80% of respondents reported that they **eat more healthily at home** (13% no different) and only 4% outside of the home
- Urban residents, particularly those from Cheltenham were more likely to say outside of the home (9%)
- Overweight respondents were also more likely to say the eat more healthily outside of the home

- Over 80% of respondents believe that it's **easier to eat more healthily at home** (14% no different) and 5% outside of the home
- Urban residents, particularly those from Cheltenham were more likely to say outside of the home (10%)
- Men were twice as likely as women to say it was easier to eat more healthily outside of home (8% compared to 4%).

Section 2: Shopping Habits

- Nearly 90% of respondents find it quite easy to get to **shops** that sell the type of food needed for a healthy and balanced diet
- Cheltenham residents were most likely to say extremely easy (46%) to get to shops that sell the type of food needed for a healthy and balanced diet
- Forest of Dean residents were least likely (35%) – they were also the most likely to say quite difficult (11%)
- There was a general trend of less agreement across social economic groups

Figure E3: Graph illustrating perceived access to shops that sell the type of food needed for a healthy and balanced diet across social groups in Gloucestershire



- Respondents aged between 34 and 64 found it the easiest to access the appropriate shops and those aged over 75 the hardest
- Respondents who consider themselves slightly underweight were less likely to have easy access and those who consider themselves about the right weight, more likely to have easy access

- Nearly 60% of the respondents do the majority of their shopping in **Tesco's**. This is by far the most frequently cited retailer, nearly three

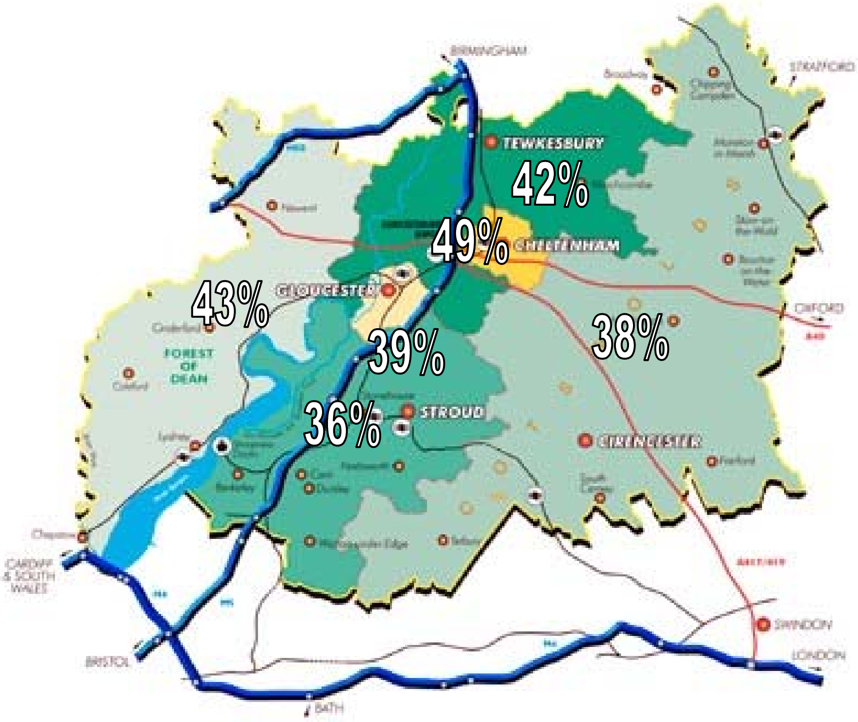
times more popular than Sainsburys or the Co-op (both at only 22%) who were the next most frequently mentioned
- Tesco's was dominant across all of the districts

- Nearly half of the respondents shopped for two adults in their household and 22% (263) also shopped for children (usually one or two)
- Under half of the respondents (42%) with **children** cooked with them at least once a week. 14% of them never cooks with their children, and 19% rarely does

- The average **amount spent of food** each week per household is between £41 and £60 (approximately £57)
- Approximately half (between 40 and 54%) is spent on raw and fresh food
- On average less than 10% on pre-packed, pre-prepared foods such as frozen pizza, ready meals and take-aways

Over 40% of the respondents are **concerned about food** that is sold in their area. The most concerned were Cheltenham residents, although nearby Gloucester residents were far less concerned. The most unconcerned respondents were from the Cotswolds. Rural residents (49%) were overall less unconcerned than urban ones (38%).

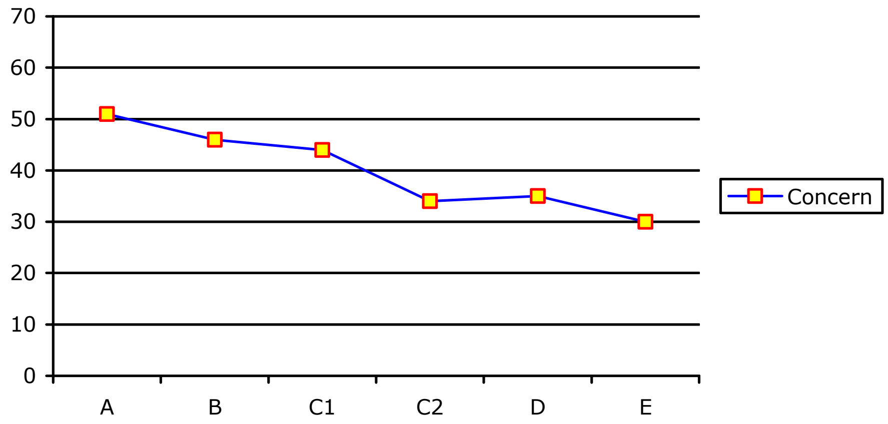
Figure E4: Map of concern over food



1:

- Respondents aged between 36 and 64 were the most concerned about food sold in their area
- The higher the social economic group the more concern was expressed

Figure E5: Graph illustrating concern about food sold in their area across social groups in Gloucestershire



Section 3: Meals

- The majority of respondents eat 3 meals and 1 snack a day
- The average **time spent cooking** each day is 62 minutes
- Those aged between 65 and 74 spent the most time cooking (66 minutes) and younger ones (50 minutes)
- Respondents who considered themselves moderately underweight and extremely overweight spent less time on average cooking than other respondents
- Overall Cotswold and Cheltenham residents spent slightly less time cooking (just under an hour) and residents in the Forest of Dean the most (just over an hour)

- The majority of respondents (85%) do not usually buy food (excludes snacks and drinks) from **vending machines**
- Those respondents who do buy food from vending machines, over half (62%) do so less than once a month and only 3% do so regularly

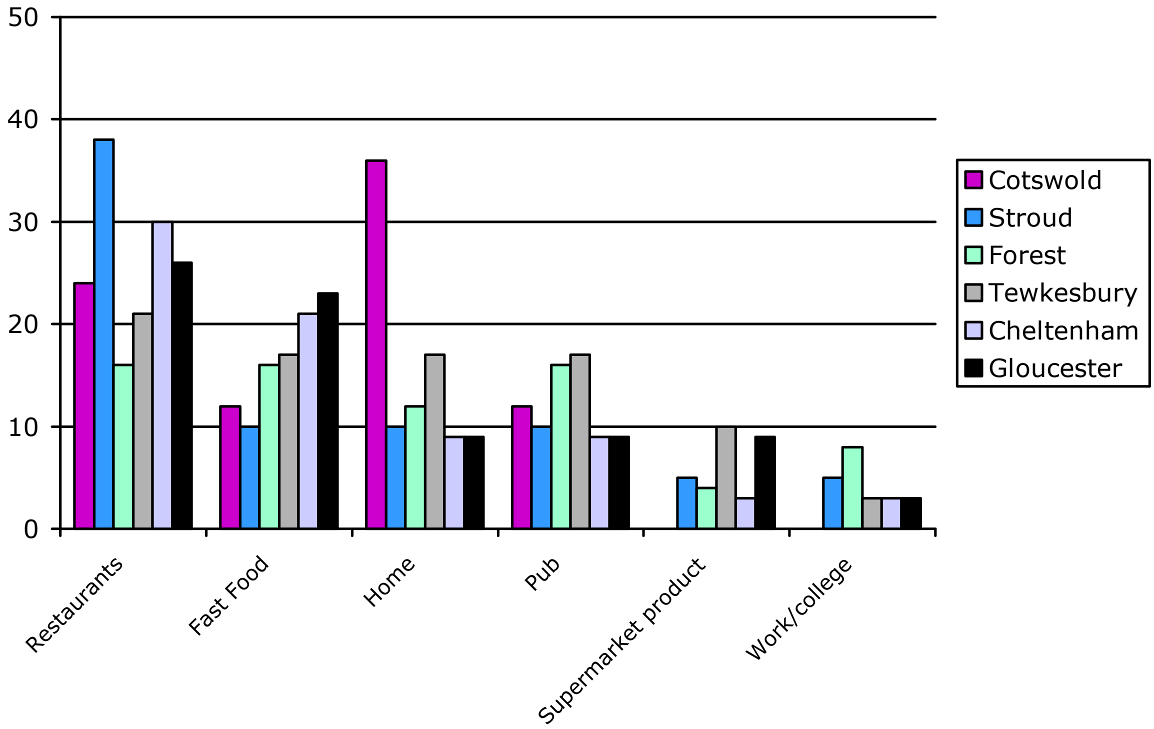
Section 4: Health

The majority (82%) of respondents reported that they have never had **food poisoning** in Gloucestershire;

- Proportionally more urban located than rural respondents in Gloucestershire have had food poisoning
- Gloucester (17%) and Cheltenham (16%) reporting higher incidents than Stroud (10%) which had the lowest incidence
- Over a quarter of the cases were thought to have originated from eating food in a restaurant
- **Stroud** residents reported higher rates of food poisoning in restaurants and Cotswolds higher rates at home compared to other districts
- Gloucester and Cheltenham reported higher rates in fast food outlets.

Figure E6: Histogram showing the perceived source of food poisoning across the districts in Gloucestershire

% Relative incidence



- Nearly 65% (109) respondents who had food poisoning DID NOT **report it to their doctor**
- Less than one third of respondents (32%) who had food poisoning did report it to their doctor

- Nearly two thirds (62%) did not think that one particular brand, make, food company or logo/symbol offered them more **confidence** than any other in terms of **food safety**
- Birds Eye was most frequently mentioned, although this may have been linked to a prominent advertising campaign being aired at the time of the survey
- The organic symbol and Marks and Spencer's was also frequently mentioned
- Only one respondent mentioned the food standards agency in terms of food safety
- Slightly more (64%) did not think that one particular brand, make, food company or logo/symbol offered them more **confidence** than any other in terms of **healthy eating**
- Organic was the most frequently mentioned (5%) symbol
- Again only one respondent mentioned the food standards agency

Aims and Scope

A key aspect of Gloucestershire Food Vision is to involve Gloucestershire's people as an intrinsic part of the consultation process. For Gloucester Food Vision to be ultimately successful and effective it is important that the needs, wants & aspirations of the county's population are assessed and a baseline measurement of the current status of the populations diet is made. Against this, any future changes by the public in response to Food Vision or other pressures can then be measured. The FSA published a nationwide survey earlier this year (COI reference 263014), however very few Gloucestershire residents were included in this, certainly not enough to be a representative sample. In addition, the scope of the FSA study did not cover many of the areas that need to be explored for the Gloucestershire Food Vision.

This report covers the first part of a research programme, which will involve quantitative and qualitative research approaches targeting various segments of the community. This study was the main quantitative study of residents across Gloucestershire and will be followed up by qualitative focus groups in each district. The aims of the research programme are:

- To establish a baseline data base of Gloucestershire's population dietary habits
- To establish a baseline data base of Gloucestershire's population shopping habits
- To assess the perception of Gloucestershire's population quality of diet (in terms of health, choice, accessibility etc.)
- To assess the needs and wants of Gloucestershire's population in terms of the food vision programme
- To assess the potential impact of various proposed strategies

This approach will provide objective scientific data to help achieve the key result areas of the Gloucestershire Food Vision

Key Result Areas (KRA)

1. Establish Gloucestershire as a Food Action Zone
2. Establish an informed Gloucestershire community in relation to healthy, safe and affordable food
3. Enable wider access to healthy, safe and affordable food for all
4. Expand and enhance efficiency within food procurement networks and improve the standards and choice of the food available
5. Reduce the incidence of food -borne disease
6. Drive down the levels of food and lifestyle-related diseases
7. Raise the profile and value of careers in the food chain
8. Make sure that everyone in Gloucestershire is able to choose and prepare a healthy meal safely and understand healthy eating
9. Secure the long-term profitability of food-related business in Gloucestershire

Methodology

A 20 minute telephone survey of randomly selected sample of 1200 Gloucestershire residents was carried out by a small team of experienced (average 15 years) professional market research interviewers in May and June 2005. Approximately 85% of calls were made after 5pm (and before 8pm) and at weekends in order to fully represent the working population. 200 adult residents (aged 17 or over) in each of the 6 Gloucestershire districts were interviewed.

- Cheltenham (population of approximately 100,000)
- Cotswold (population of approximately 72,000)
- Forest of Dean (population of approximately 75,000)
- Gloucester (population of approximately 102,000)
- Stroud (population approximately 100,000)
- Tewkesbury (population approximately 70,000)

The selection of target telephone numbers was made to reflect the population distribution in towns and villages in each district (a list of towns and villages the respondents came from is given in appendix 2 of this report) and the urban – rural mix that there is in Gloucestershire. The proportions used were based on data from the 2001 census list (the most up to date statistics available). Lists were generated by the method of picking every 10th suitable number from evenly distributed pages in the local telephone directories. 909 (75.75%) of respondents said that they would be happy for us to contact them again within the next year when conducting any similar research.

The results of this survey are statistically representative of Gloucestershire as a whole within 3.7% at the 99% confidence level. This means that if you repeated the survey 100 times on a random selection of Gloucestershire residents, you would get the same results 99 times within 3.7% error.

The questionnaire used is reproduced in appendix 1 at the back of this report. It covered the following topics:

Section 1: Diet

- Understanding what is meant by a balanced diet, how to prepare & cook a, afford and eat a balanced diet
- Healthy eating in and outside of the home

Section 2: Shopping habits

- Access to shops selling food for a healthy and balanced diet
- Where respondents shop for food
- How many people do they shop for?
- How often do they cook with their children?
- How much do they spend on food
- What proportion do they spend on raw and fresh food
- What proportion is spent on pre-packed and pre-prepared foods
- General level of concern about food in their area

Section 3: Meals

- How many meals and snacks do respondents eat per day
- How much time do they spend cooking each day
- How often do they buy food (not snacks) from vending machines

Section 4: Health

- Food poisoning
- Notification of food poisoning
- Brand, logo, manufacture related to food safety
- Brand, logo, manufacture related to health and safety

General demographic information was also collected which included social economic group, gender, age range, ethnicity, body shape (weight) and area where they live. This is listed in the table below:

Category	Demographic	Frequency	%
Gender	Male	346	28.8
	Female	854	71.1
SEG	A	29	2.42
	B	278	23.17
	C1	404	33.67
	C2	233	19.42
	D	81	6.75
	E	140	11.67
	Refused	35	2.92
District	Cotswold	200	17.00
	Forest of Dean	200	17.00
	Stroud	200	17.00
	Gloucester	200	17.00
	Cheltenham	200	17.00
	Tewkesbury	200	17.00
Age	17-19	15	1.25
	20-25	25	2.08
	26-35	104	8.67
	36-49	266	22.17
	50-64	333	27.75
	65-74	240	20.00
	75-85	180	15.00
	86 or over	32	2.67
	Refused	5	0.42
Ethnicity	White British	1149	95.8
Weight	Extremely underweight	1	0.08
	Moderately underweight	13	1.08
	Slightly under weight	55	4.58
	About right	568	47.33
	Slightly overweight	379	31.58
	Moderately overweight	150	12.50
	Extremely overweight	24	2.00
	Refused	10	0.83

Results

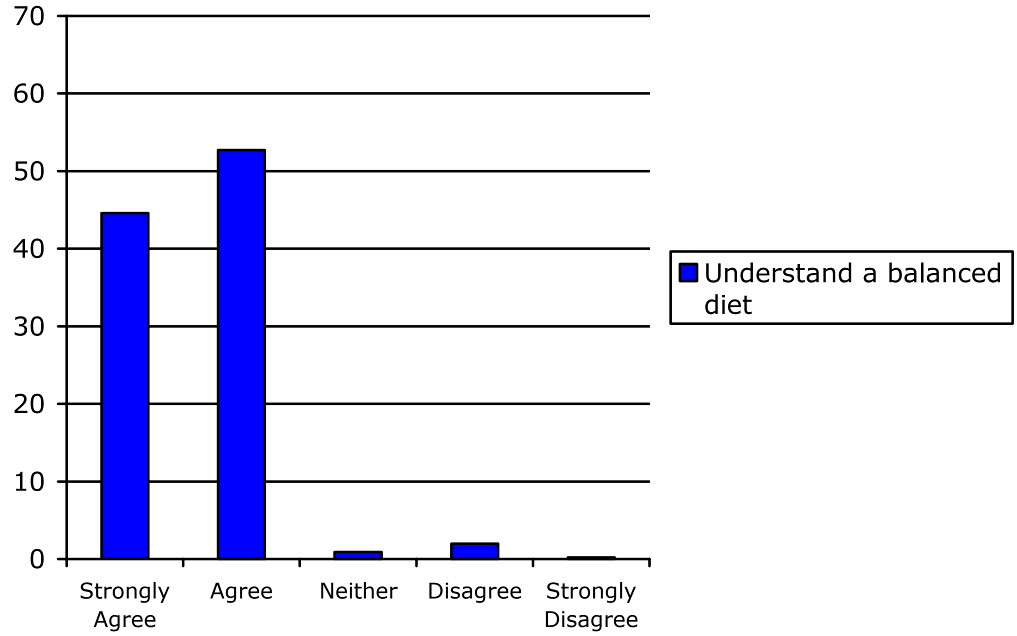
Section 1: Diet

Q1a: "I feel I understand what is meant by a balanced diet"

There was strong agreement to the statement "I understand what is meant by a balanced diet, with over 97% of residents agreeing or strongly agreeing. Only 21 (2%) disagreed and only one respondent strongly disagreed.

Agreement	Count	% Frequency
Strongly agree	535	44.6
Agree	632	52.7
Neither	11	0.9
Disagree	21	2.0
Strongly Disagree	1	0.2
Totals	1200	100

Figure 1: Histogram of Q1a: "I feel I understand what is meant by a balanced diet" – total data



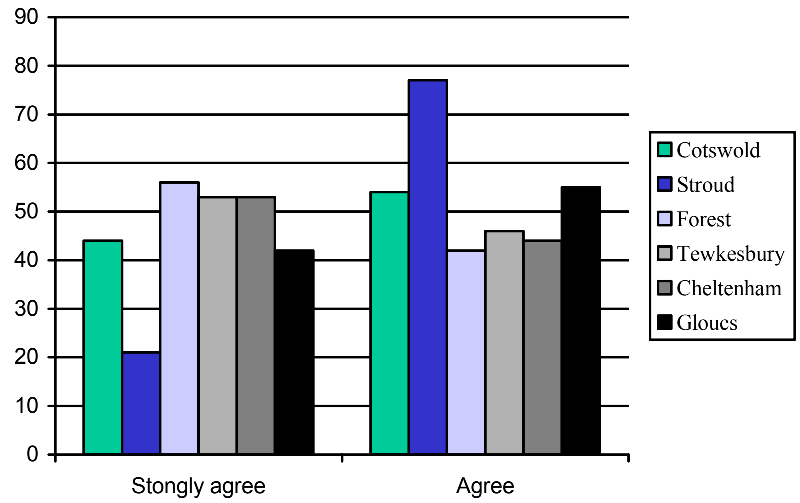
When this question was analysed by **district** a significant relationship was found, (P<0.0001). This means there are significant variations in agreement across the districts, however no significance was found between urban residents and rural residents.

Table of observed frequencies of response by district

Agreement	Cotswold	Stroud	Forest of Dean	Tewkesbury	Cheltenham	Gloucester	Totals
Strongly agree	87 (44)	42(21)	112(56)	105(53)	105(53)	84(42)	535
Agree	108 (54)	153(77)	83(42)	92(46)	87(44)	109(55)	632
Neither	1(0.5)	3(0.5)	1(0.5)	2(1)	3(1.5)	1(0.5)	11
Disagree	4(2)	2(1)	4(2)	0(0)	5(2.5)	6(3)	21
Strongly Disagree	0(0)	0(0)	0(0)	1(0.5)	0(0)	0(0)	1
Totals	200	200	200	200	200	200	1200

% frequency are shown in brackets

Figure 2: Histogram of comparison of districts agreement to the statement "I feel I understand what is meant by a balanced diet"



The distribution between Strongly Agree and Agree was most markedly different in **Stroud,** (highlighted in the table and shown in blue in figure 2 above) where far fewer strongly agree and far more just agreed with this statement.

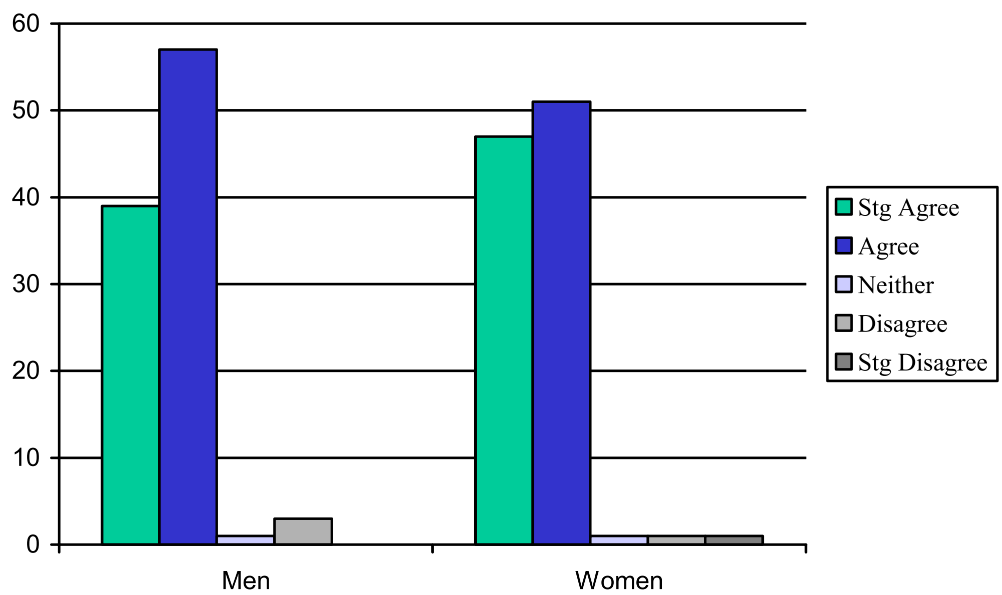
Conclusion: Stroud residents are less confident than those residents from other districts that they understand what is meant by a balanced diet.

A significant difference ($p<0.02$) was found between **genders** in regard to this statement;
Proportionally more women than men strongly agree, and more men than women just agreed. In addition more men disagreed, though this is based on very small numbers.

Agreement	Male	Female	Totals
Strongly agree	135 (39%)	400 (47%)	535
Agree	197 (57%)	435 (51%)	632
Neither	3 (1%)	8 (1%)	11
Disagree	11 (3%)	10 (1%)	21
Strongly Disagree	0 (0%)	1 (0.1%)	1
Totals	346	854	1200

% frequency is shown in brackets

Figure 3: Histogram of comparison of men versus women agreement to the statement "I feel I understand what is meant by a balanced diet"

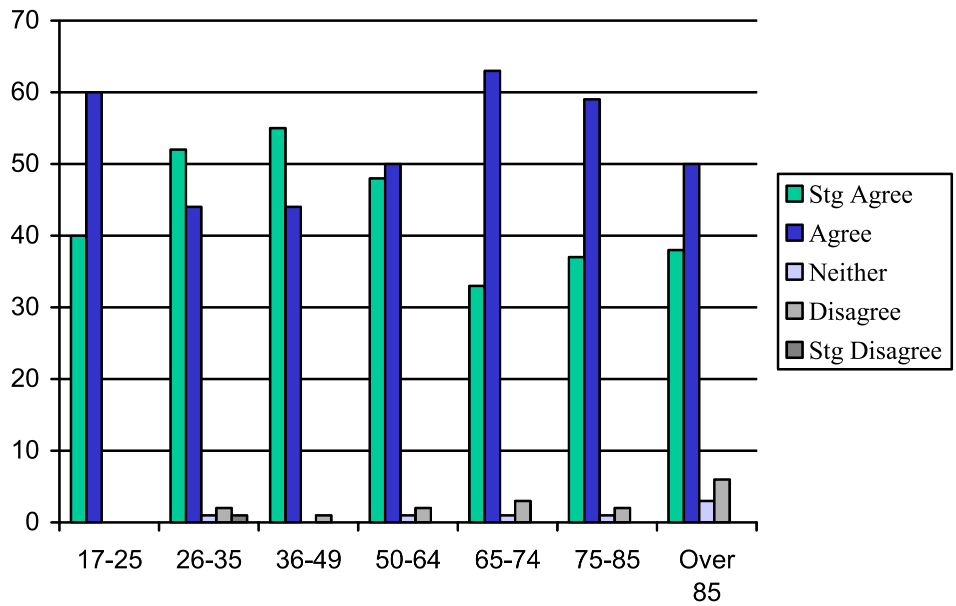


Conclusion: Women are more confident than men that they understand what is meant by a balanced diet.

When the responses to this statement were analysed by **age** a significant ($p<0.001$) relationship was found.

Agreement	**17-26**	**26-35**	**36-49**	**50-64**	**65-74**	**75-85**	**86 +**	**Refused**	**Totals**
Strongly Agree	16(40%)	54 (52%)	145 (55%)	161 (48%)	79 (33%)	67 (37%)	13 (38%)	0 (0%)	535
Agree	24 (60%)	46 (44%)	118 (44%)	165 (50%)	152 (63%)	107 (59%)	16 (50%)	5 (na)	632
Neither	0 (0%)	1 (1%)	1 (0%)	2 (1%)	3 (1%)	2 (1%)	1 (3%)	0 (0%)	11
Disagree	0 (0%)	2 (2%)	2 (1%)	5 (2%)	6 (3%)	4 (2%)	2 (6%)	0 (0%)	21
Strongly Disagree	0 (0%)	1 (1%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1
Totals	40	104	266	333	240	180	32	5	1200

Figure 4: Histogram of comparison of the statement "I feel I understand what is meant by a balanced diet" by age of respondent



Those under 65 tended to strongly agree more frequently than those over 65. Following this trend, those over 65 were more likely to agree than those under 65. The exception to this trend was the youngest group aged between 17 and 25 – however only 40 were interviewed (not enough to be statistically valid).

Conclusion: Those over 65 are less confident that they understand what is meant by a balanced diet.

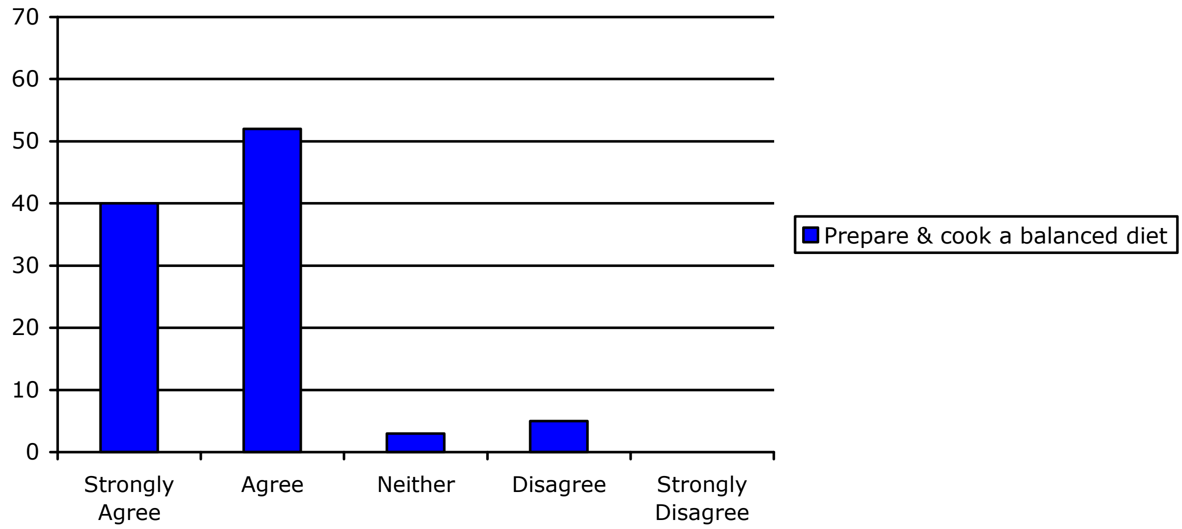
Neither Body shape nor Social Economic Group were found to be significant.

Q1b: "I feel I know how to prepare & cook a balanced diet"

92% of the respondents agreed they feel they now how to cook and prepare a balanced diet. This was a 5% drop on understanding in the previous question.

Scale	Count	% Frequency
Strongly agree	480	40
Agree	624	52
Neither	37	3
Disagree	57	5
Strongly Disagree	2	0

Figure 5: Histogram of agreement with the statement I know how to prepare and cook a balanced diet

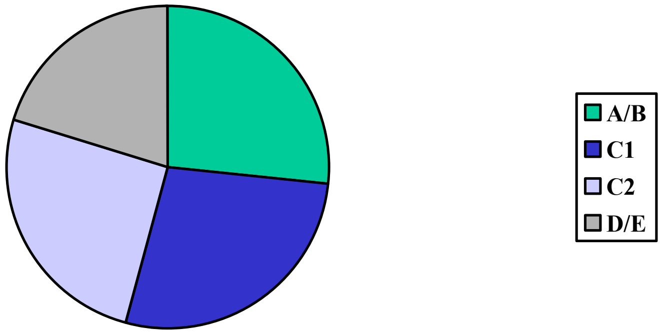


A significant relationship ($p<0.05$) was found between the **Social Economic Group** of the respondents and their responses to: "I feel I know how to prepare & cook a balanced diet"

Agreement	A	B	C1	C2	D	E	Refused	Totals
Strongly Agree	17 (59%)	110 (40%)	173 (43%)	92 (39%)	22 (27%)	48 (34%)	18	480
Agree	11 (38%)	152 (55%)	209 (52%)	117 (50%)	47 (58%)	74 (53%)	14	624
Neither	0 (0%)	6 (2%)	7 (2%)	7 (3%)	6 (7%)	9 (6%)	2	37
Disagree	1 (3%)	9 (3%)	15 (4%)	16 (7%)	6 (7%)	9 (6%)	1	57
Strongly Disagree	0 (0%)	1 (0%)	0 (0%)	1 (0%)	0 (0%)	0 (0%)	0	2
Totals	29	278	404	233	81	140	35	1200

% frequency shown in brackets

Figure 6: Distribution of SEG "strongly agree" responses



Conclusion: The major difference between the social economic groups in responding to this statement was that proportionally more higher income earners, A/B C1's strongly agreed with the statement "*I feel I know how to prepare & cook a balanced diet*" than C2 D/E's

A significant relationship ($p<0.0001$) was found between the **Gender** of the respondents and their responses to: "I feel I know how to prepare & cook a balanced diet"

Agree	Male	Female	Totals
Strongly agree	108 (31%)	372 (44%)	480
Agree	173 (50%)	451 (53%)	624
Neither	20 (6%)	17 (2%)	37
Disagree	43 (12%)	14 (2%)	57
Strongly Disagree	2 (0.5%)	0 (0%)	2
Totals	346	854	1200

% frequency is shown in brackets

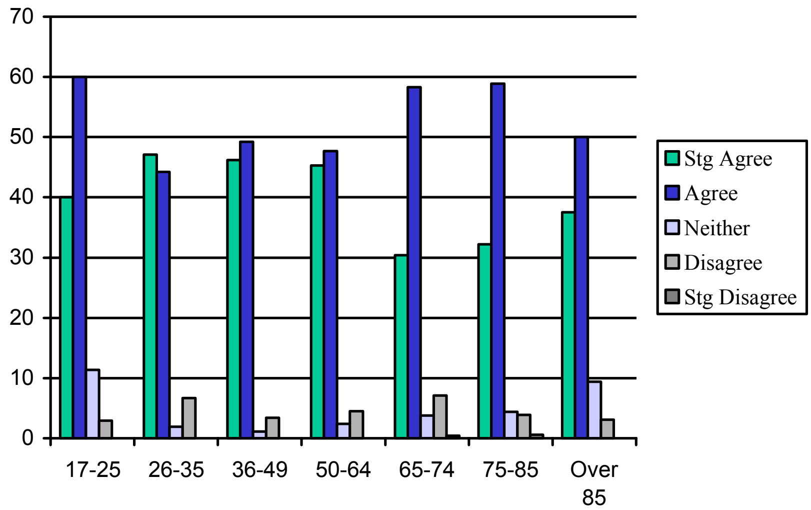
Conclusion: Proportionally more women strongly agreed with this statement than men and more men disagreed than women

A significant relationship ($p < 0.0001$) was found between the **Age** of the respondents and their to: "I feel I know how to prepare & cook a balanced diet"

Those under 65 tended to strongly agree more frequently than those over 65. Following this trend, those over 65 were more likely to agree than those under 65. The exception to this trend was the youngest group aged between 17 and 25 – however only 35 were interviewed (not enough to be statistically valid).

Agreement	**17-25**	**26-35**	**36-49**	**50-64**	**65-74**	**75-85**	**86 +**	**Refused**	**Total**
Strongly Agree	14 (40%)	49 (47%)	123 (46%)	151 (45%)	73 (30%)	58 (32%)	12 (38%)	0 (0%)	480
Agree	21 (60%)	46 (44%)	131 (49%)	159 (48%)	140 (58%)	106 (59%)	16 (50%)	5 (na)	624
Neither	1 (11%)	2 (2%)	3 (1%)	8 (2%)	9 (4%)	8 (4%)	3 (9%)	0 (0%)	37
Disagree	1 (3%)	7 (7%)	9 (3%)	15 (5%)	17 (7%)	7 (4%)	1 (3%)	0 (0%)	57
Strongly Disagree	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (0%)	0 (0%)	0 (0%)	0 (0%)	2
Totals	35	104	266	333	240	180	32	5	1200

Figure 7: Histogram of comparison of the statement "I feel I know how to prepare and cook a balanced diet" by age of respondent



Conclusion: Those over 65 are less confident that they feel they know how to prepare and cook a balanced diet.

A significant relationship (p<0.0001) was found between the **District** the respondents live in and their responses to : "*I feel I know how to prepare & cook a balanced diet*"

Agreement	Cotswold	Stroud	Forest of Dean	Tewkesbury	Cheltenham	Gloucester	Totals
Strongly agree	76 (38%)	39 (20%)	97 (48%)	96 (48%)	98 (49%)	74 (37%)	480
Agree	111 (56%)	144 (72%)	88 (44%)	93 (46%)	83 (41%)	105 (53%)	624
Neither	7 (4%)	5 (3%)	7 (4%)	4 (2%)	7 (4%)	7 (4%)	37
Disagree	6 (3%)	12 (6%)	7 (4%)	7 (4%)	11 (6%)	14 (7%)	57
Strongly Disagree	0 (0%)	0 (0%)	1 (0%)	0 (0%)	1 (0%)	0 (0%)	2
Totals	200	200	200	200	200	200	1200

% frequency are shown in brackets

The distribution between Strongly Agree and Agree was most markedly different in Stroud and to an extend Cotswold district, where far fewer strongly agree and far more just agreed with this statement.

Conclusion: Stroud residents are less confident than those residents from other districts that they are able to prepare and cook a balanced diet.

A significant relationship was found between the **whether the respondents lived in an Urban or Rural area** and their responses to: "I feel I know how to prepare & cook a balanced diet", urban residents being both more confident and proportionally more disagreeing.

Agreement	Urban	Rural	Totals
Strongly agree	172 (43%)	308 (39%)	480
Agree	188 (47%)	436 (55%)	624
Neither	14 (4%)	23 (3%)	37
Disagree	25 (6%)	32 (4%)	57
Strongly Disagree	1 (0%)	1 (0%)	2
Totals	400	800	1200

% frequency is shown in brackets

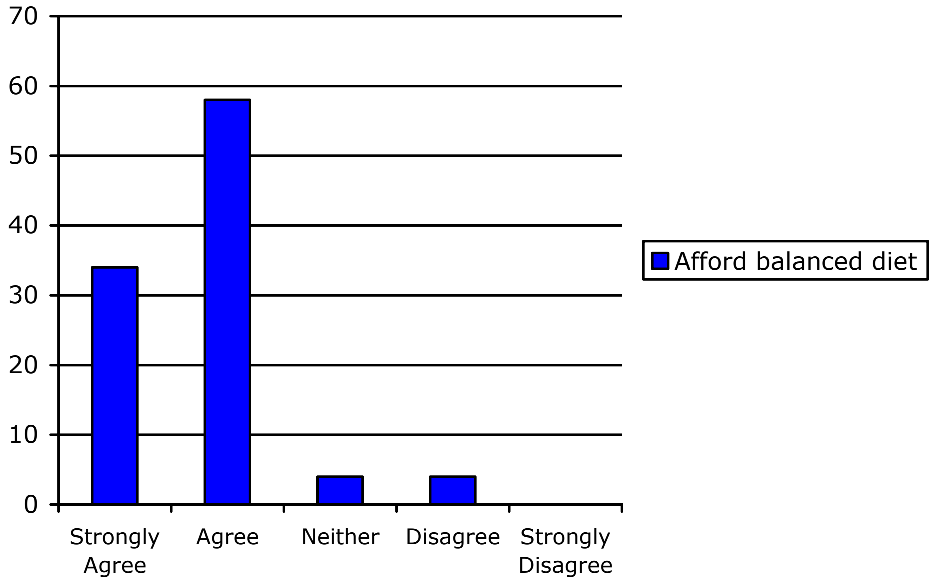
A non-significant relationship (p<0.0001) was found between the **Body shape** of the respondents and their responses to: "I feel I know how to prepare & cook a balanced diet"

Q1c: In general I can afford a balanced diet

There was also a 5% drop from understanding to being able to afford a balanced diet

Agreement	Count	% Frequency
Strongly agree	412	34
Agree	699	58
Neither	43	4
Disagree	43	4
Strongly Disagree	3	0

Figure 8: Histogram of data "In general I can afford a balanced diet"

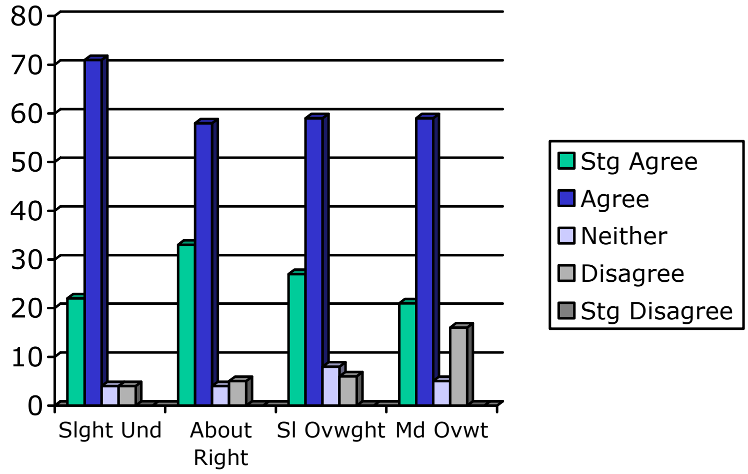


A significant relationship ($p<0.0001$) was found between the **Body-shape** of respondents and their responses to: "In general I can afford a balanced diet" Overweight respondents were more likely to disagree and respondents who considered themselves about the right weight were the likely to agree to being able to afford a balanced diet.

Agreement	Extremely Underweight	Moderately Underweight	Slightly Underweight	About Right
Strongly agree	1 (-)	4 (-)	12 (22%)	186 (33%)
Agree	0 (-)	8 (-)	39 (71%)	328 (58%)
Neither	0 (-)	0 (-)	2 (4%)	25 (4%)
Disagree	0 (-)	1 (-)	2 (4%)	29 (5%)
Strongly Disagree	0 (-)	0 (-)	0 (0%)	0 (0%)
Total	1	13	55	568

Agreement	Slightly Overweight	Moderately Overweight	Extremely Underweight	Refused	Totals
Strongly agree	104 (27%)	31 (21%)	3 (-)	3 (-)	344
Agree	225 (59%)	88 (59%)	11 (-)	7 (-)	706
Neither	29 (8%)	7 (5%)	3 (-)	0 (-)	66
Disagree	21 (6%)	24 (16%)	5 (-)	0 (-)	82
Strongly Disagree	0 (0%)	0 (0%)	2 (-)	0 (-)	2
Totals	379	150	24	10	1200

Figure 9 Histogram of Body weight in response to "I can afford a healthy diet"



Conclusion

Those respondents who perceived themselves as slightly underweight and moderately overweight were less likely to strongly agree and those slightly underweight were more likely just to agree.

The relationship between *In general I can afford a balanced diet* and the **district** was found to be significant p<0.0001

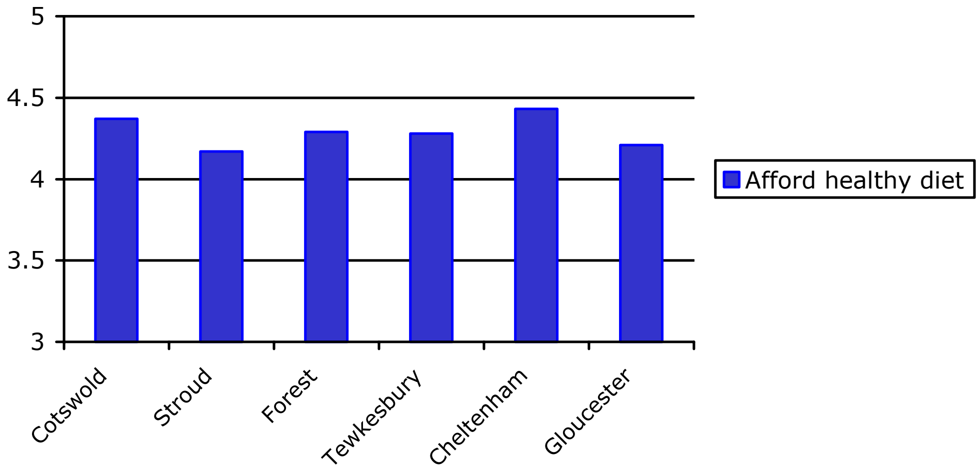
Agreement	**Cotswold**	**Stroud**	**Forest of Dean**	**Tewkesbury**	**Cheltenham**	**Gloucester**	**Totals**
Strongly agree	64 (32%)	33 (16%)	87 (44%)	72 (36%)	87 (44%)	69 (35%)	412
Agree	127 (64%)	160 (80%)	88 (44%)	116 (58%)	97 (49%)	111 (56%)	699
Neither	5 (3%)	5 (3%)	14 (7%)	8 (4%)	5 (3%)	6 (3%)	43
Disagree	3 (2%)	2 (1%)	11 (6%)	4 (2%)	11 (6%)	12 (6%)	43
Strongly Disagree	1 (0%)	0	0	0	0	2 (1%)	3
Totals	200	200	200	200	200	200	1200

% frequency are shown in brackets

Conclusion

Residents in Stroud are far less likely (under half) to strongly agree with the statement I can afford a healthy diet. Those in Cheltenham were more likely to agree

Figure 10: Histogram of District in response to "I can afford a healthy diet"



The relationship between Gender and being able to afford a healthy diet was **not** significant.

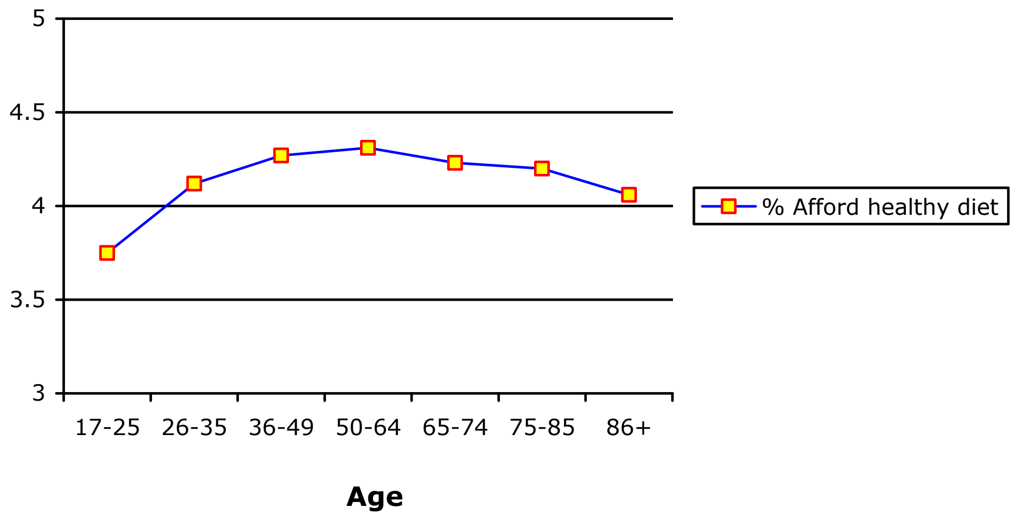
However the relationship between **age** and being able to afford a healthy was significant ($p<0.0001$)

Agreement	17-25	26-35	36-49	50-64	65-74	75-85	86 +	Refused	Total
Strongly Agree	11(28%)	41 (39%)	111 (42%)	122 (37%)	64 (27%)	54 (30%)	9 (28%)	0 (0%)	412
Agree	23 (58%)	49 (47%)	130 (49%)	197 (59%)	163 (68%)	114 (63%)	19 (59%)	5 (na)	699
Neither	0 (0%)	6 (5%)	8 (3%)	8 (2%)	9 (4%)	7 (4%)	2 (6%)	0 (0%)	43
Disagree	0 (0%)	7 (7%)	17 (6%)	5 (2%)	4 (2%)	5 (3%)	2 (6%)	0 (0%)	43
Strongly Disagree	1 (3%)	1 (1%)	0 (0%)	1 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	3
Totals	40	104	266	333	240	180	32	5	1200

Both young (residents aged between 17 and 25) and older (those aged over 65) were less likely to strongly agree to being able to afford a healthy diet than residents aged between 26 and 65. Those aged between 50 and 64 were most likely to feel they are able to afford a healthy diet.

Figure 11: The relationship between age and being able to afford a healthy diet

Strongly agree



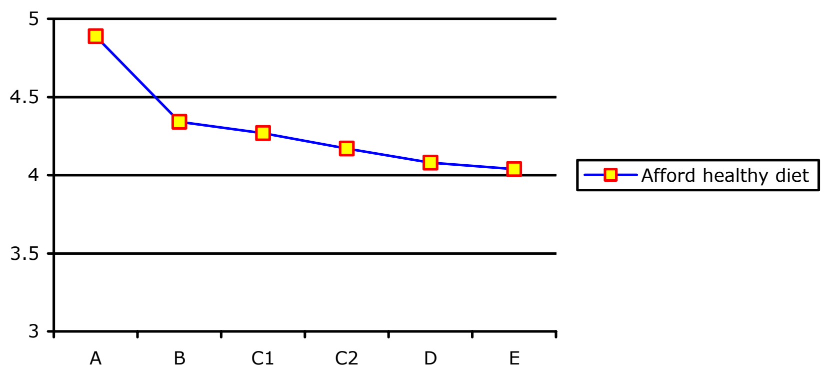
The relationship between being able to afford a healthy diet and **social economic group** was found to be significant (p<0.0001)

Agreement	A	B	C1	C2	D	E	Refused	Totals
Strongly Agree	13 (45%)	109 (39%)	148 (37%)	77 (33%)	20 (25%)	34 (25%)	11	412
Agree	16 (66%)	165 (59%)	232 (57%)	128 (55%)	52 (64%)	85 (61%)	21	699
Neither	0	3 (1%)	7 (2%)	18 (8%)	4 (5%)	9 (6%)	2	43
Disagree	0	1 (0%)	16 (4%)	9 (4%)	5 (6%)	11 (8%)	1	43
Strongly Disagree	0	0	1 (0%)	1 (0)	0	1 (1%)	0	3
Total	29	278	404	233	81	140	35	1200

Those residents in social economic group A (professionals) were more likely to strongly agree with the statement they can afford a healthy diet than other groups. Agreement declined across all groups.

Figure 12: The relationship between social economic group and being able to afford a healthy diet

strongly agree



There was also a significant relationship (p<0.0001) between this statement and if the respondents were **urban or rural.**

Agreement	Urban	Rural	Totals
Strongly agree	156 (39%)	256 (32%)	412
Agree	208 (52%)	491 (61%)	699
Neither	11 (3%)	32 (4%)	43
Disagree	23 (6%)	20 (3%)	43
Strongly Disagree	2 (0%)	1 (0%)	3
Totals	400	800	1200

% frequency is shown in brackets

Those in rural areas were more likely to agree whilst urban residents were more likely to strongly agree.

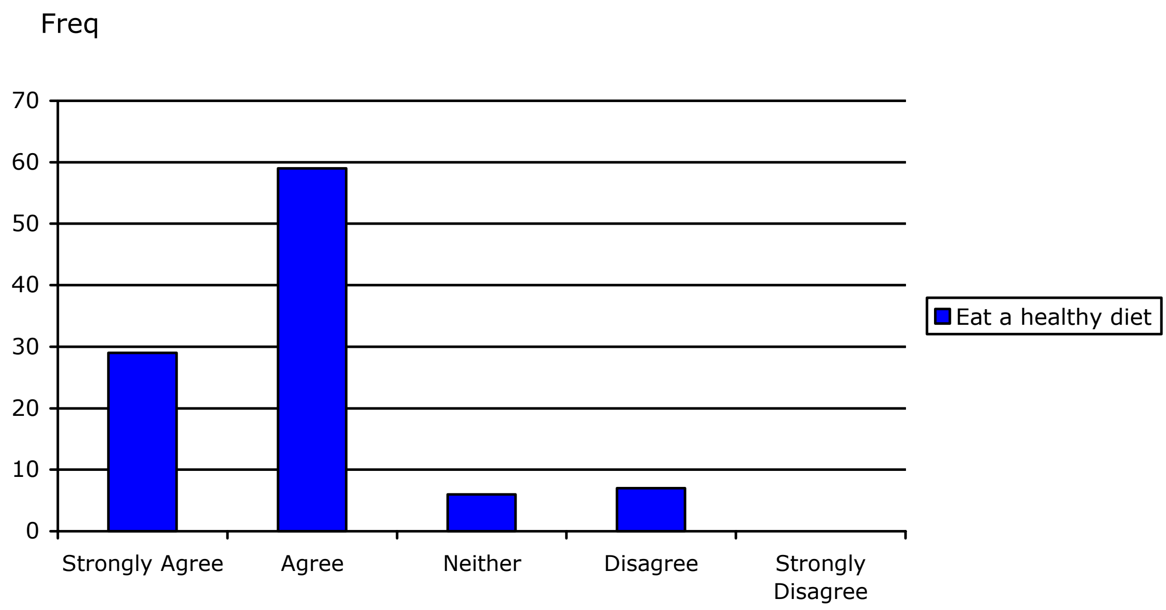
Q1d: In my opinion I generally eat a healthy diet

Agreement to actually eating a healthy diet declined 9% from understanding and 4% from knowing how to cook and prepared and being able to afford to 88%.

Agreement	Count	% Frequency
Strongly agree	344	29
Agree	706	59
Neither	66	6
Disagree	82	7
Strongly Disagree	2	0
Total	1200	

% frequency is shown in brackets

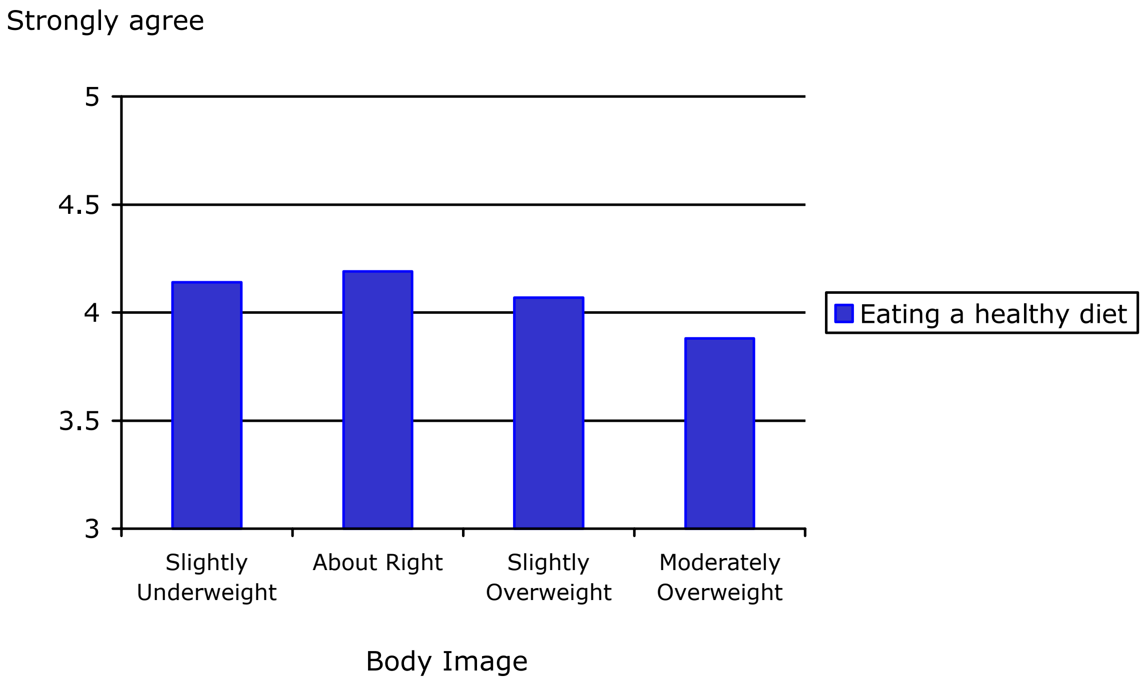
Figure 12: Histogram of overall data of agreement with "generally I eat a healthy diet"



The relationship between eating a healthy diet and **body shape** was found to be significant (p<0.0001)

Agreement	Extremely Underwht	Mod Underwght	Slightly Underwght	About Right	Slightly Overwght	Mod Overwght	Extremely Overwght	Refused	Totals
Strongly Agree	1	4	12 (22%)	186 (33%)	104 (27%)	31 (21%)	3	3	344
Agree	0	8	39 (71%)	328 (58%)	225 (59%)	88 (59%)	11	7	706
Neither	0	0	2 (4%)	25 (4%)	29 (8%)	7 (5%)	3	0	66
Disagree	0	1	2 (4%)	29 (5%)	21 (6%)	24 (16%)	5	0	82
Strongly Disagree	0	0	0	0	0	0	2	0	2
Totals	1	13	55	568	379	150	24	10	1200

Figure 13: Relationship of body image and agreement with the statement "generally I eat a healthy diet"



The relationship between *"I eat a healthy diet"* and the **district** was found to be significant p<0.0001

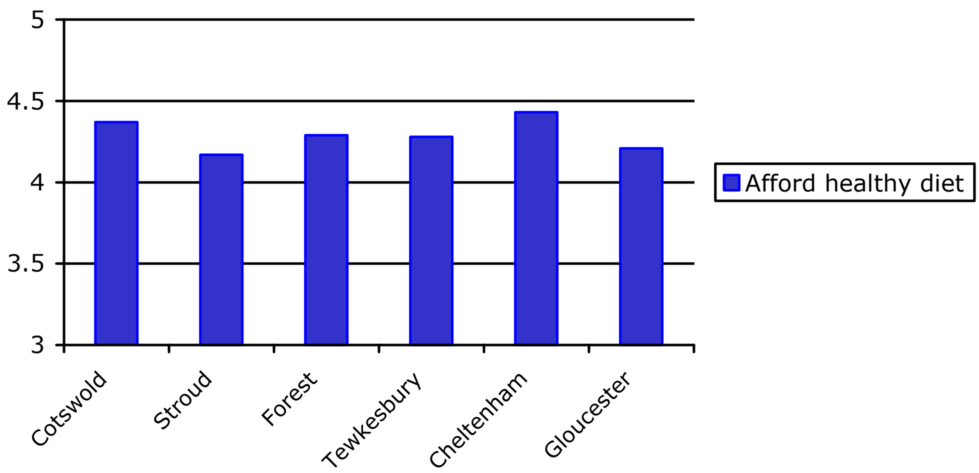
Agreement	Cotswold	Stroud	Forest of Dean	Tewkesbury	Cheltenham	Gloucester	Totals
Strongly agree	46 (23%)	28 (14%)	88 (44%)	58 (29%)	66 (33%)	58 (29%)	344 (29%)
Agree	127 (64%)	157 (79%)	88 (44%)	121 (60%)	104 (52%)	109 (55%)	706 (59%)
Neither	17 (9%)	7 (4%)	6 (3%)	8 (4%)	14 (7%)	14 (7%)	66 (6%)
Disagree	9 (5%)	8 (4%)	17 (9%)	13 (7%)	16 (8%)	19 (10%)	82 (7%)
Strongly Disagree	1 (0.5%)	0 (0%)	1 (0.5%)	0 (0%)	0 (0%)	0 (0%)	2 (0.2%)
Totals	200	200	200	200	200	200	1200

% frequency are shown in brackets

Conclusion

Residents in Stroud are far less likely to strongly agree with the statement I eat healthy diet. Those in Cheltenham were more likely to agree.

Figure 14: Histogram of District in response to "I eat a healthy diet"



The relationship between eating a healthy diet and **gender** was found to be significant ($p<0.0001$), where men were less likely to strongly agree.

Agreement	Male	Female	Totals
Strongly agree	83 (24%)	261 (31%)	344 (29%)
Agree	200 (58%)	506 (59%)	706 (59%)
Neither	29 (8%)	37 (4%)	66 (6%)
Disagree	32 (9%)	50 (6%)	82 (7%)
Strongly Disagree	2 (0.5%)	0 (0%)	2 (0.2%)
Totals	346	854	1200

% frequency is shown in brackets

The relationship between eating a healthy diet and location (rural or urban) was found to be significant ($p<0.03$), where proportionally more rural residents were likely to agree, but more urban residents were both more likely to strongly agree and disagree – i.e. the spread of opinion is wider in urban areas. Overall urban areas were slightly less likely to agree compared to rural areas (4.06 compared to 4.15 out of a possible 5 for strongly agree)

Agreement	Urban	Rural	Totals
Strongly agree	124 (31%)	220 (28%)	344 (29%)
Agree	213 (53%)	493 (62%)	706 (59%)
Neither	28 (7%)	38 (5%)	66 (6%)
Disagree	35 (9%)	47 (6%)	82 (7%)
Strongly Disagree	0 (0%)	2 (0.3%)	2 (0.2%)
Totals	400	800	1200

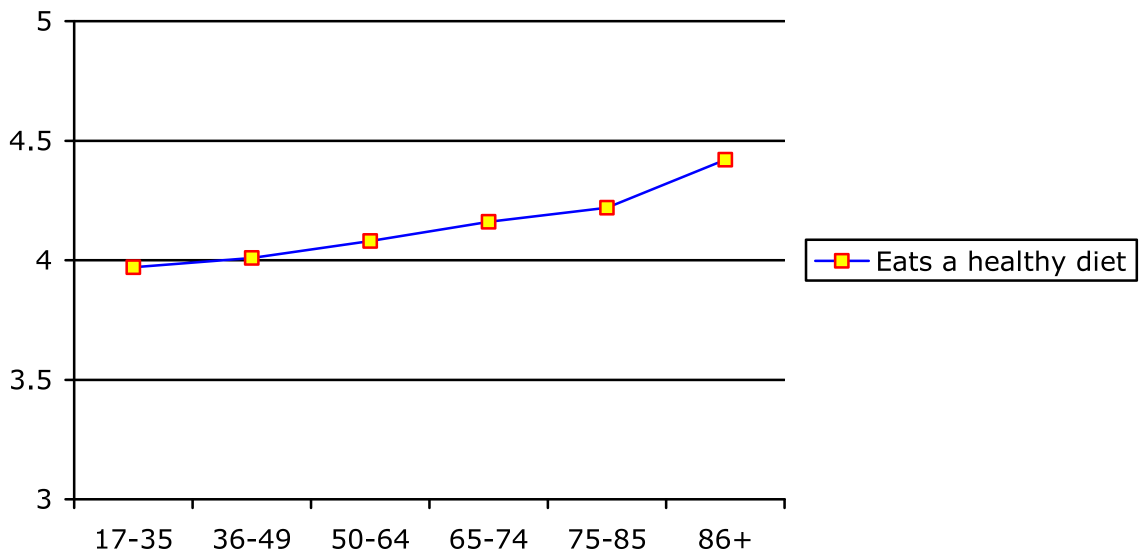
% frequency is shown in brackets

The relationship between eating a healthy diet and social economic group was found **NOT** to be significant

The relationship between **age** and eating a healthy diet is significant ($p<0.01$)

Agreement	17-25	26-35	36-49	50-64	65-74	75-85	86+	Refused	Total
Strongly Agree	10 (25%)	26 (25%)	72 (27%)	104 (31%)	69 (29%)	51 (28%)	12 (38%)	0	344 (29%)
Agree	26 (65%)	59 (57%)	145 (55%)	180 (54%)	149 (62%)	122 (68%)	20 (63%)	5	706 (59%)
Neither	1 (3%)	6 (6%)	20 (8%)	23 (7%)	12 (5%)	4 (2%)	0 (0%)	0	66 (6%)
Disagree	0 (8%)	13 (13%)	28 (11%)	26 (8%)	9 (4%)	3 (2%)	0 (0%)	0	82 (7%)
Strongly Disagree	0 (0%)	0 (0%)	1 (0.3%)	0 (0%)	1 (0.4%)	0 (0%)	0 (0%)	0	2 (0.2%)
Totals	40	104	266	333	240	180	32	5	1200

Figure 15: Graph of the relationship between age and "I eat a healthy diet"



There is a general decrease in agreement about a healthy diet as the respondents moved from knowing to cooking to affording to actually eating, from 97% to 88%.

Figure 15a: Cross comparison of Agreement across perception of healthy diet

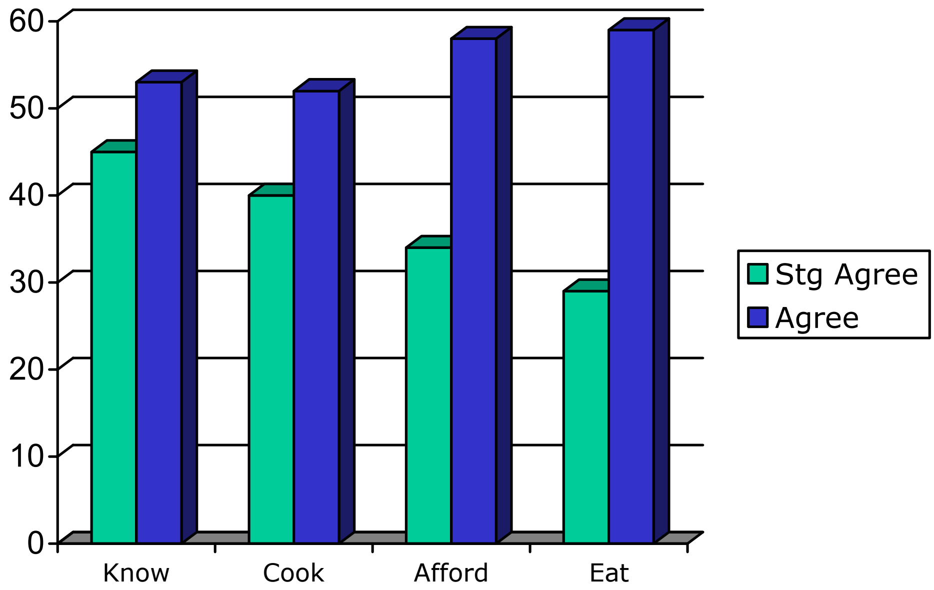
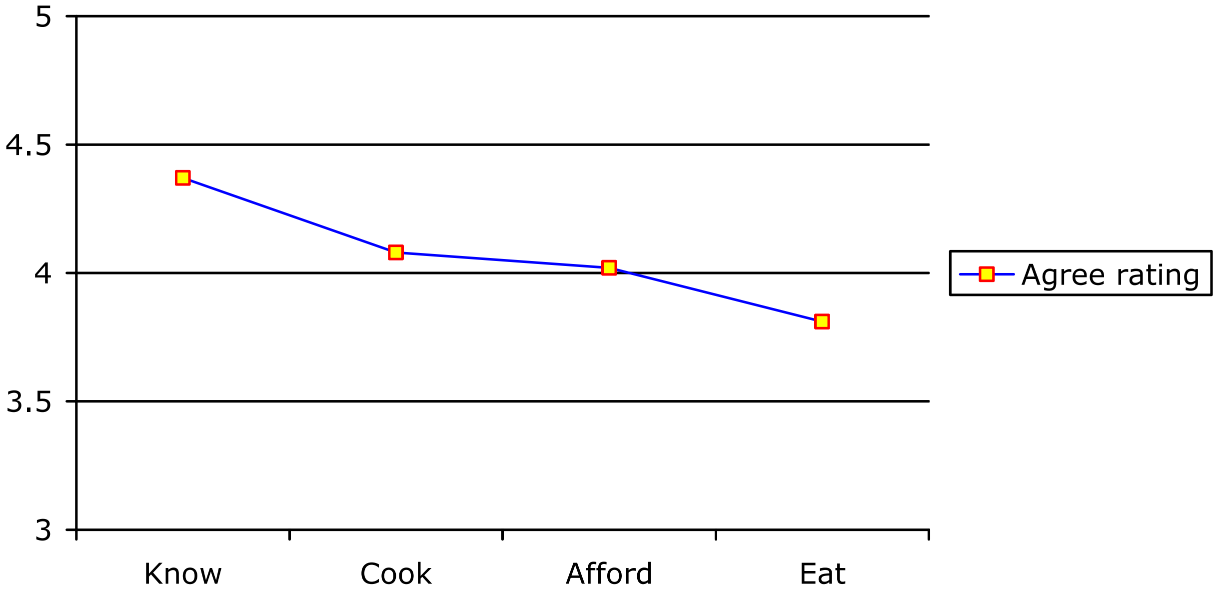


Figure 15b: Cross comparison of sum of Agreement ratings across perception of healthy diet scales



Q2) Do you think, generally speaking, that you <u>EAT MORE HEALTHILY</u> at home or outside of the home (Interviewer; Outside could mean at work in a restaurant etc.)

Over 80% of the respondents feel they eat more healthily at home

Location	Frequency	%
At Home	981	81.75
Outside the home	50	4.17
The same/no different	161	13.42
Don't Know	8	0.67
Totals	1200	100

The relationship between this question and **district** was found to be significant (p<0.021)

Location	Cotswold	Stroud	Forest	Tewkesbury	Cheltenham	Gloucester	Total
At home	171 (86%)	156 (78%)	165 (83%)	166 (83%)	162 (81%)	161 (80%)	981
Outside	5 (3%)	6 (3%)	5 (3%)	8 (4%)	17 (9%)	9 (5%)	50
Same	23 (12%)	38 (19%)	27 (14%)	22 (11%)	21 (10%)	30 (15%)	161
Don't know	1	0	3	4	0	0	8
Total	200	200	200	200	200	200	1200

Cotswold residents are slightly more likely to eat healthier at home, and more Cheltenham residents outside, although they are all around the 80% level of agreement for eating healthier at home

The relationship between where to eat healthily and **gender** was found to be significant (p<0.04) with slightly more women considering home as a more healthy place to eat and over twice as many men (7% opposed to 3%) considering outside as a healthier place to eat.

Location	Male	Female	Totals
At home	277 (80%)	704 (82%)	981
Outside	23 (7%)	27 (3%)	50
Same	45 (13%)	116 (14%)	161
Don't know	1 (0.3%)	7 (0.8%)	8
Totals	346	854	1200

% frequency is shown in brackets

The relationship between this question and **Body shape** was also significant (p<0.02) with slightly more about the right body weight saying they eat more healthily at home

Body shape	Extremely Underwht	Mod Underwght	Slightly Underwght	About Right	Slightly Overwght	Mod Overwght	Extremely Overwght	Refused	Totals
At home	0	9	43 (78%)	461 (81%)	314 (78%)	127 (78%)	17 (78%)	10	981
Outside	0	1	2 (4%)	18 (3%)	16 (4%)	9 (6%)	4 (17%)	0	50
Same	1	3	8 (14.5%)	87 (15.3%)	45 (12%)	14 (9%)	3 (13%)	0	161
Don't know	0	0	2 (4%)	2 (0.4%)	4 (1%)	0 (0%)	0 (0%)	0	8
Totals	1	13	55	568	379	150	24	10	1200

Neither age nor social economic group was found to be significant.

The location (urban or rural) was found to be significant (p<0.01) with proportionally more urban residents saying they eat more healthily outside of their home.

Location	Urban	Rural	Totals
At home	323 (81%)	658 (82%)	981
Outside	26 (6.5%)	24 (3%)	50
Same	51 (13%)	110 (14%)	161
Don't know	0 (0%)	8 (1%)	8
Totals	400	800	1200

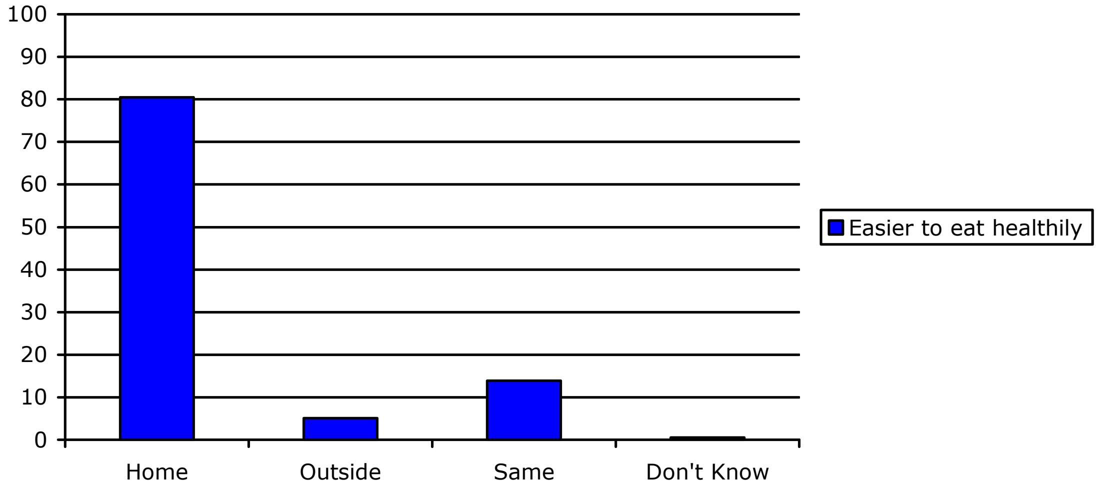
% frequency is shown in brackets

Q3) Do you think, generally speaking, it is <u>EASIER TO EAT MORE HEALTHILY</u> at home or outside of the home *(Interviewer note; Outside could mean at work in a restaurant etc.)*

Again just over 80% of the respondents felt it was easier to eat more healthily at home.

Location	Frequency	%
At Home	966	80.5
Outside the home	61	5.1
The same/no different	167	13.9
Don't Know	6	0.5
Totals	1200	100

Figure 16: Histogram of it's easier to eat more healthily at home



There was a significant relationship ($p<0.02$) between location and respondents feeling it's easier to eat more healthily at home, with slightly more rurally located residents proportionally speaking stating home is easier and 8% (compared to 4%) of urban residents stating outside the home is easier to eat more healthily

Location	Urban	Rural	Totals
At Home	311 (77.8%)	655 (82%)	966
Outside the home	31 (8%)	30 (4%)	61
The same/no different	57 (14%)	110 (14%)	167
Don't Know	1 (0%)	5 (6%)	6
Totals	400	800	1200

The relationship between this question and **district** was found to be significant (p<0.021)

Location	Cotswold	Stroud	Forest	Tewkesbury	Cheltenham	Gloucester	Total
At home	163 (82%)	158 (79%)	165 (83%)	169 (85%)	161 (81%)	150 (75%)	966
Outside	5 (3%)	6 (3%)	6 (3%)	13 (7%)	19 (10%)	12 (6%)	61
Same	31 (16%)	35 (18%)	26 (13%)	18 (9%)	20 (10%)	37 (19%)	167
Don't know	1 (0%)	1 (0%)	3 (2%)	0 (0%)	0 (0%)	1 (0%)	6
Total	200	200	200	200	200	200	1200

Tewkesbury residents are most likely to find its easier to eat healthily at home and Gloucester least. Cheltenham are most likely to find outside of the home easier although they are all around the 80% for easier eating healthily at home

There was also a significant difference (p<0.01) between genders

Location	Men	Women	Totals
At Home	265 (77%)	701 (82%)	966
Outside the home	29 (8%)	32 (4%)	61
The same/no different	49 (14%)	118 (14%)	167
Don't Know	3 (2%)	3 (0.4%)	6
Totals	346	854	1200

There was no significant relationship between body shape or social economic groups for this question.

However a significant difference (p<0.01) for age of respondent was found, with younger people finding it less easy to eat healthily at home (70% as opposed to 80%) – however this was based on a relatively small number of people

Location	17-25	26-35	36-49	50-64	65-74	75-85	86+	Refused	Total
At Home	28 (70%)	88 (85%)	208 (78%)	260 (78%)	195 (81%)	154 (86%)	29 (91%)	4	966
Outside the home	2 (5%)	7 (7%)	17 (6%)	20 (6%)	9 (4%)	6 (3%)	0 (0%)	0	61
The same/no different	10 (25%)	9 (9%)	41 (15%)	52 (16%)	34 (14%)	19 (11%)	1 (3%)	1	167
Don't Know	0 (0%)	0 (0%)	0 (0%)	1 (0%)	2 (1%)	1 (1%)	2 (6%)	0	6
Totals	40	104	266	333	240	180	32	5	1200

Section 2: Shopping habits

Q4) Taking everything into account, how easy is it to get to shops that sell the type of food that enables you to eat a healthy and balanced diet?

Nearly 90% of the respondents find it quite easy or extremely easy to get to a shop that sells the type of food to enable respondents to eat a healthy & balanced diet

Access	Frequency	%
Extremely easy	464	38.7
Quite easy	588	49.0
Neither easy nor diff	32	2.7
Quite difficult	89	7.4
Don't Know	27	2.3

The relationship between this question and district is significant ($p<0.04$), Cheltenham & Tewkesbury find it the easiest and Stroud less so. However the relationship between this question and urban versus rural is not significant.

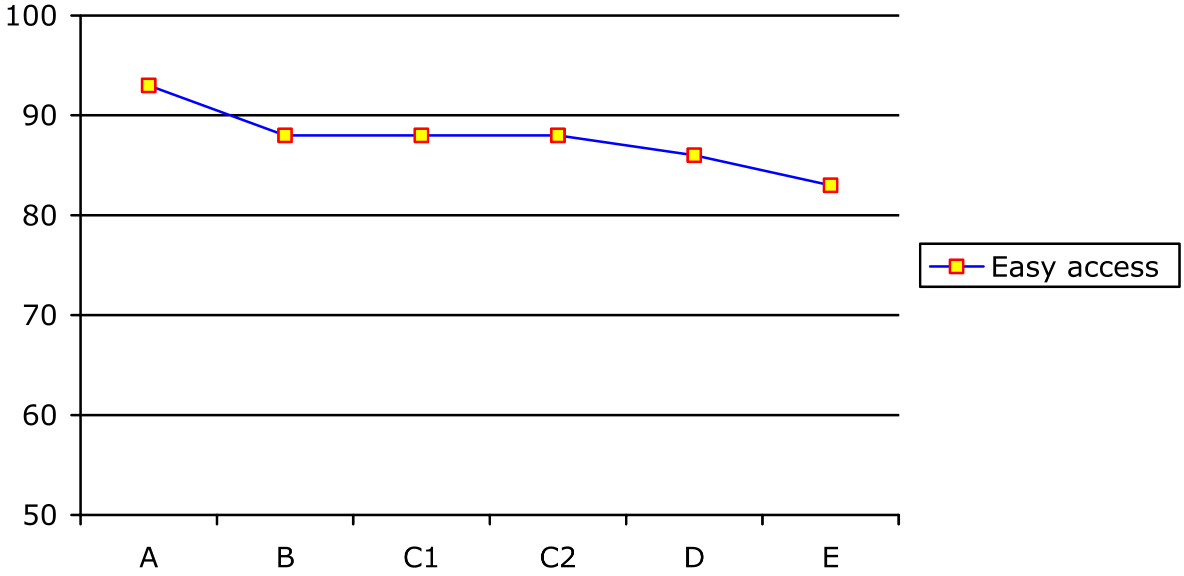
Access	Cotswold	Stroud	Forest	Tewkesbury	Cheltenham	Gloucester	Total
Extremely easy	80 (40%)	70 (35%)	66 (33%)	86 (43%)	91 (46%)	71 (36%)	464
Quite easy	95 (48%)	106 (53%)	98 (49%)	97 (49%)	89 (45%)	103 (52%)	588
Neither easy nor diff	2 (1%)	2 (1%)	9 (5%)	6 (3%)	8 (4%)	5 (3%)	32
Quite difficult	19 (10%)	14 (7%)	22 (11%)	7 (4%)	9 (5%)	18 (9%)	89
Don't Know	4 (2%)	8 (4%)	5 (3%)	4 (2%)	3 (2%)	3 (2%)	27
Totals	200	200	200	200	200	200	1200

Nearly 90% of the respondents find it quite easy or extremely easy to get to a shop that sells the type of food to enable respondents to eat a healthy & balanced diet

The relationship between having access to shops that sell healthy food and social economic group is significant ($p<0.05$)

Access	A	B	C1	C2	D	E	Refused	Totals
Extremely easy	13 (45%)	103 (37%)	174 (43%)	93 (40%)	36 (44%)	31 (22%)	14 (40%)	464
Quite easy	14 (48%)	142 (51%)	183 (45%)	112 (48%)	34 (42%)	86 (61%)	17 (49%)	588
Neither easy nor diff	1 (3%)	6 (3%)	14 (3%)	7 (3%)	2 (2%)	2 (1%)	0 (0%)	32
Quite difficult	0 (0%)	21 (8%)	27 (7%)	19 (8%)	7 (9%)	13 (9%)	2 (6%)	89
Don't Know	1 (3%)	6 (2%)	6 (1%)	2 (1%)	2 (2%)	8 (6%)	2 (6%)	27
Totals	29 (2%)	278 (23%)	404 (34%)	233 (19%)	81 (7%)	140 (12%)	35 (3%)	1200

Figure 18: Easy access to shops selling healthy food across social groups



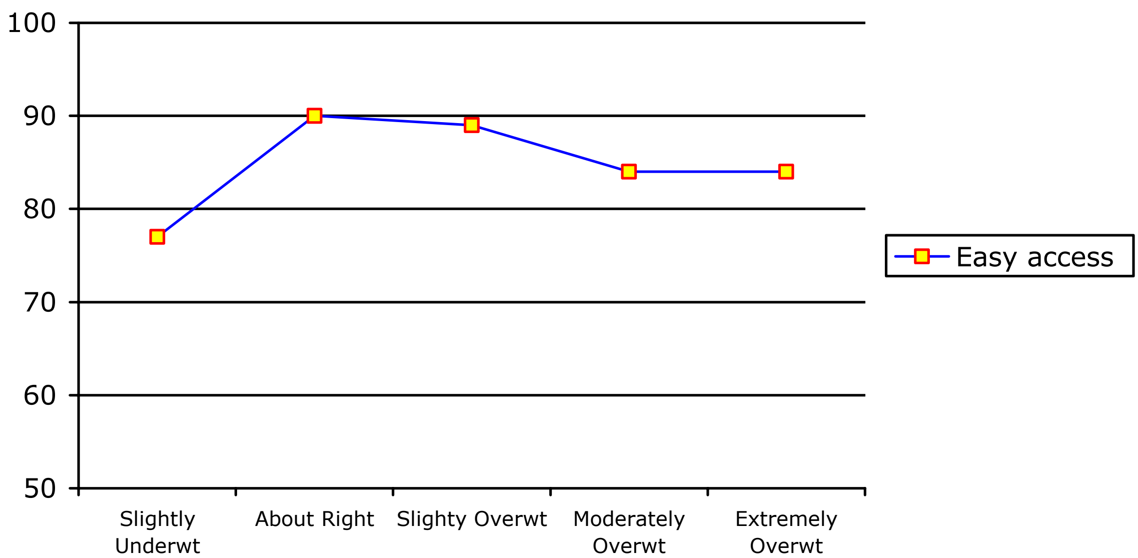
The relationship between having access to shops that sell healthy food **age** is also significant (p<0.0001). People ages between 36 and 64 found it the easiest to access shops selling healthy food and those aged over 75 the hardest.

Access	17-25	26-35	36-49	50-64	65-74	75-85	86+	Refused	Total
Extremely easy	15 (38%)	54 (52%)	132 (50%)	136 (41%)	86 (36%)	39 (22%)	2 (6%)	0	464
Quite easy	19 (48%)	39 (38%)	108 (41%)	170 (51%)	129 (54%)	100 (56%)	18 (56%)	5	588
Neither easy nor difficult	1 (3%)	4 (4%)	10 (4%)	6 (2%)	5 (2%)	4 (2%)	2 (6%)	0	32
Quite difficult	5 (13%)	7 (7%)	15 (6%)	20 (6%)	15 (6%)	23 (13%)	4 (13%)	0	89
Don't Know	0 (0%)	0 (0%)	1 (0%)	1 (0%)	5 (2%)	14 (8%)	6 (19%)	0	27
Totals	40 (3%)	104 (9%)	266 (22%)	333 (28%)	240 (20%)	180 (15%)	32 (3%)	5	1200

The relationship between having access to shops that sell healthy food **body shape** is also significant (p<0.0001), those who consider themselves to be about the right weight having the easiest access and those slightly underweight the hardest.

Access	Extremely Underwht	Mod Underwght	Slightly Underwght	About Right	Slightly Overwght	Mod Overwght	Extremely Overwght	Refused	Totals
Extremely easy	0	4	18 (33%)	212 (37%)	150 (40%)	68 (45%)	11 (46%)	1	464
Quite easy	0	6	24 (44%)	299 (53%)	184 (49%)	59 (39%)	9 (38%)	7	588
Neither easy nor diff	0	0	3 (5%)	7 (1%)	16 (4%)	4 (3%)	2 (8%)	0	32
Quite difficult	0	1	7 (13%)	39 (7%)	24 (6%)	15 (10%)	2 (8%)	1	89
Don't Know	1	2	3 (5%)	11 (2%)	5 (1%)	4 (3%)	0 (0%)	1	27
Totals	1 (0%)	13 (1%)	55 (5%)	568 (47%)	379 (32%)	150 (13%)	24 (2%)	10 (1%)	1200

Figure 19: Easy access to shops selling healthy food across body shape



The relationship between having access to shops that sell healthy food gender is NOT significant (p<0.28)

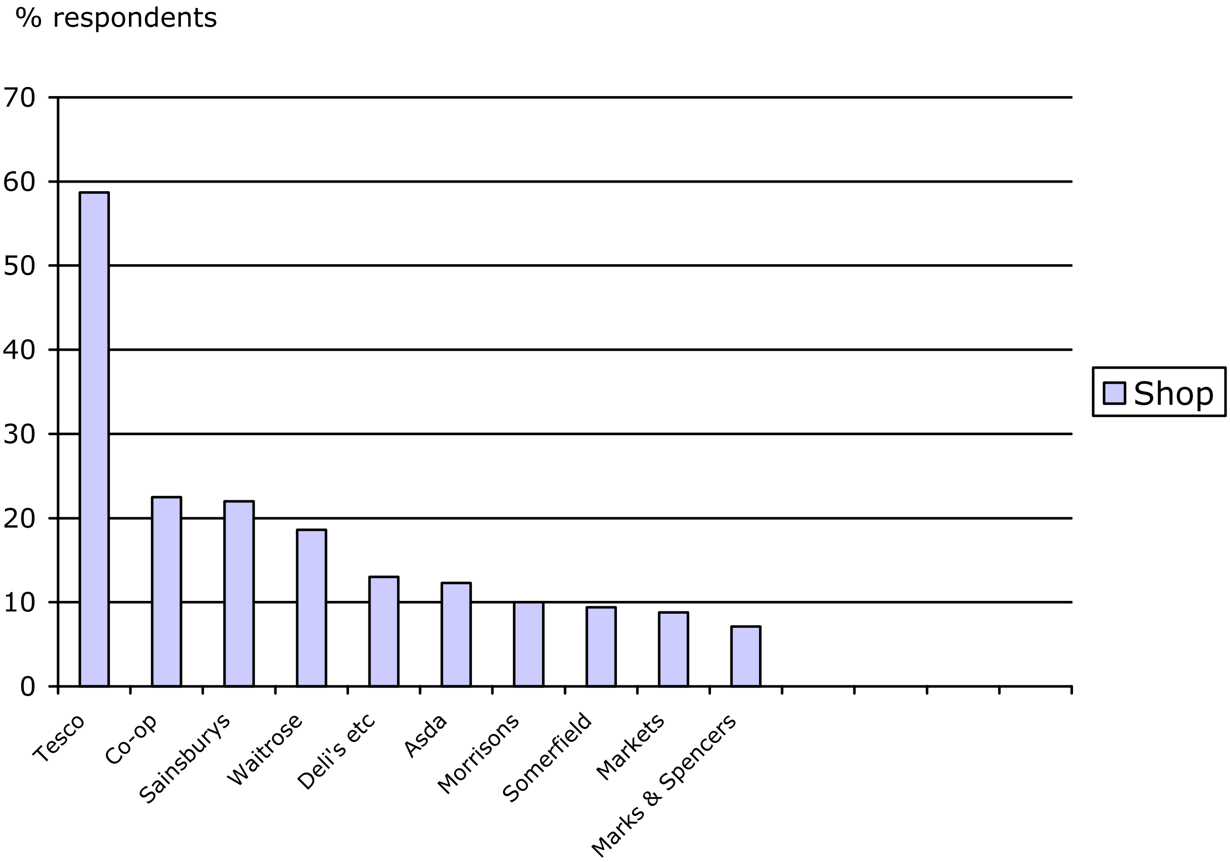
Q5) Where is the majority of the food shopping for your household actually done? Could you name UP TO 3 types of shops, markets or supermarkets please?

Tesco's dominated the retailer outlets across Gloucestershire with nearly 60% of the respondents getting the majority of their food shopping there. This varied from 51% in Teweksbury to 78% in Cotswold district.

Food Retailer	Freq	% of those surveyed	Food Retailer	Freq	% of those surveyed
Tesco	686	58.67	**Budgens**	30	2.50
Co-op	270	22.50	**Safeways**	27	2.25
Sainsbury	264	22.50	**Iceland**	27	2.25
Waitrose	223	18.58	**Organic box scheme**	16	1.33
Speciality shops e.g. Deli	156	13.0	**Londis**	14	1.17
Asda	148	12.33	**Health food shop**	12.0	1.00
Morrisons	120	10.0	**Aldi**	12	1.00
Somerfield	113	9.42	**On-line or Internet**	8	0.67
Market/farmers market	106	8.83	**Kwick save**	9	0.75
Marks & Spencers	85	7.08	**Natural/organic grocery store**	9	0.75
Village shop	73	6.08	**Spa**	6	0.50
Farm shop	63	5.25	**Garage**	6	0.50
Green Grocer	54	4.5	**Varies too greatly**	6	0.50
Lidl	47	3.92	**Costcutters**	6	0.50
Local/corner shop	46	3.83	**Holland & Barrett**	5	0.42
			Don't Know	5	0.42
			Own allotment	4	0.33
			Farm box	2	0.17
			Mobile fruit & Veg shop	2	0.17
			Cash & Carry	1	0.08
			Alldays	1	0.08
			Cadbury shop (Birmingham)	1	0.08
			Gateway	1	0.08
			Organic butcher	1	0.08

RESEARCH

Figure 20: Histogram illustrating where respondents shop for food



Main places that residents buy food from for each District

	Cotswold	%	Forest	%		Stroud %	Gloucester	%	Cheltenham	%	Tewkesbury	%
Tesco	156	78.0%	104	52.0%	105	52.5%	124	62.0%	116	58.0%	102	51.0%
Sainsburys	21	10.5%	54	27.0%	18	9.0%	55	27.5%	46	23.0%	70	35.0%
Somerfield	15	7.5%	29	14.5%	33	16.5%	24	12.0%	12	6.0%	0	0.0%
Waitrose	67	33.5%	57	28.5%	21	10.5%	21	10.5%	51	25.5%	6	3.0%
M & S	9	4.5%	5	2.5%	7	3.5%	11	5.5%	30	15.0%	23	11.5%
Co-op	37	18.5%	57	28.5%	98	49.0%	22	11.0%	16	8.0%	40	20.0%
Asda	20	10.0%	11	5.5%	18	9.0%	7	3.5%	7	3.5%	85	42.5%
Markets	30	15.0%	29	14.5%	7	3.5%	15	7.5%	10	5.0%	15	7.5%
Delis etc	31	15.5%	29	14.5%	53	26.5%	24	12.0%	10	5.0%	9	4.5%
Morrisons	10	5.0%	6	3.0%	21	10.5%	43	21.5%	33	16.5%	7	3.5%

Q6) How many people is the food shopping you're your household actually for. How many adults (aged over 16) and how many children (Q7) are there?

Nearly half of the respondents had 2 adults in their household to feed and 22% had children.

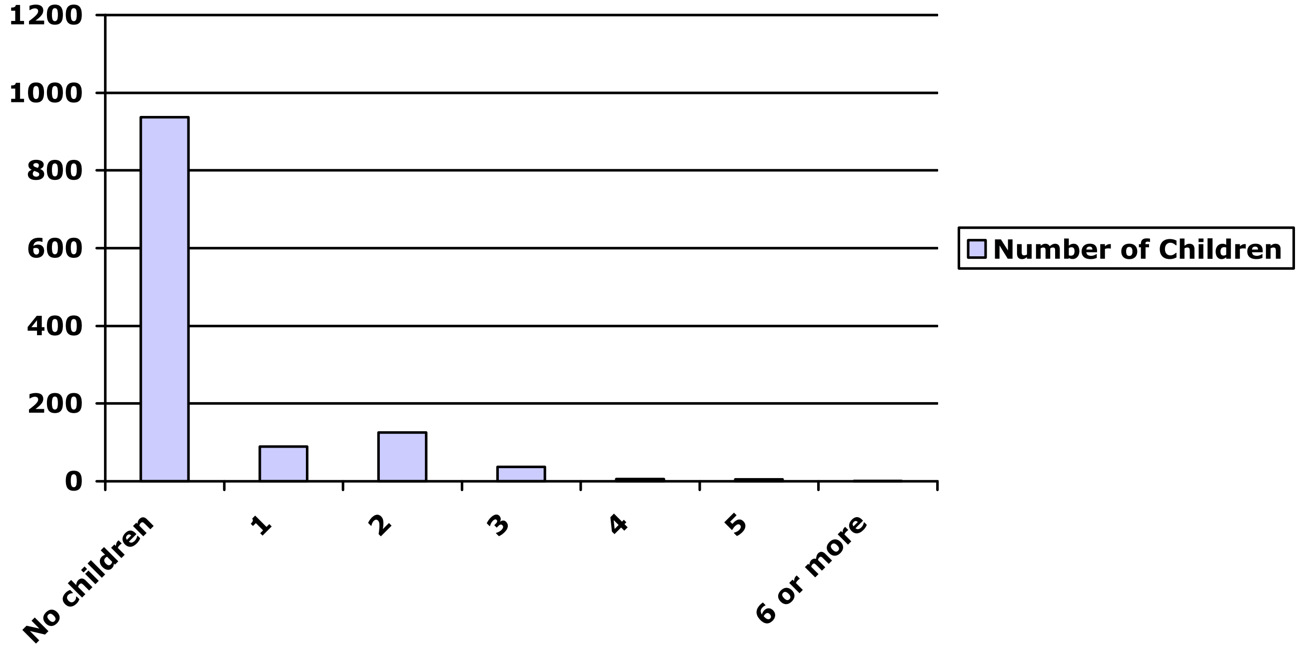
Adults

Just myself	2 adults	3 adults	4 adults	More than 4
27.00%	47.25%	12.17%	10.42%	3.16%

Children (under 16)

0	1	2	3	4	5	6 or more
937 (78%)	89 (7%)	125 (10%)	37 (0.3%)	6 (1%)	5 (0.4%)	1 (0.00%)

Figure 21: Number of Children residents food shop for



Q8) Approximately how often do you or another adult member of you household generally cook or bake with the children, if at all?

Frequency that residents generally cook with their children
Figures based on the 263 (22%) who have children

Time respondents cook with their children	Frequency	% (of 263)
Most days	23	9%
Once a week	86	33%
Once a month	66	25%
Four times a year	29	11%
Less than four times a year	22	8%
Never	37	14%

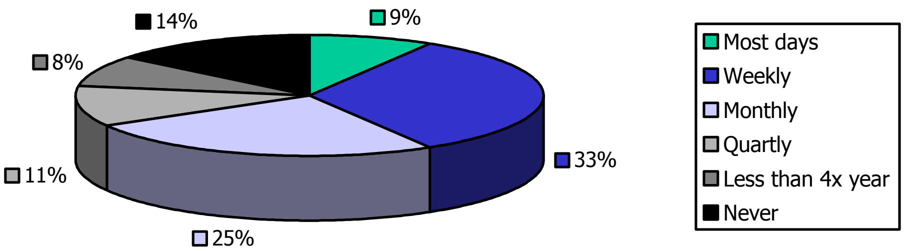


Figure 22: Residents time spent coking with children

Analysis By District – (please note the differences are not significant)

Time residents cook with kids	Cotswolds	Stroud	Forest of Dean	Tewkesbury	Cheltenham	Gloucester	Total
Most days	3 (7%)	1 (2%)	2 (6%)	8 (17%)	6 (11%)	3 (7%)	23
Once a week	13 (32%)	12 (27%)	12 (35%)	15 (31%)	18 (33%)	16 (39%)	86
Once a month	9 (22%)	18 (40%)	10 (29%)	10 (21%)	8 (15%)	11 (27%)	66
Four times a year	5 (12%)	3 (7%)	6 (18%)	3 (6%)	10 (19%)	2 (5%)	29
Less than four times a year	2 (5%)	4 (9%)	3 (9%)	5 (10%)	4 (7%)	4 (10%)	22
Never	9 (22%)	7 (16%)	1 (3%)	7 (15%)	8 (15%)	5 (12%)	37
Total	41	45	34	48	54	41	263

There was no statistical link between rural and urban areas and amount of time the people spend cooking with their children

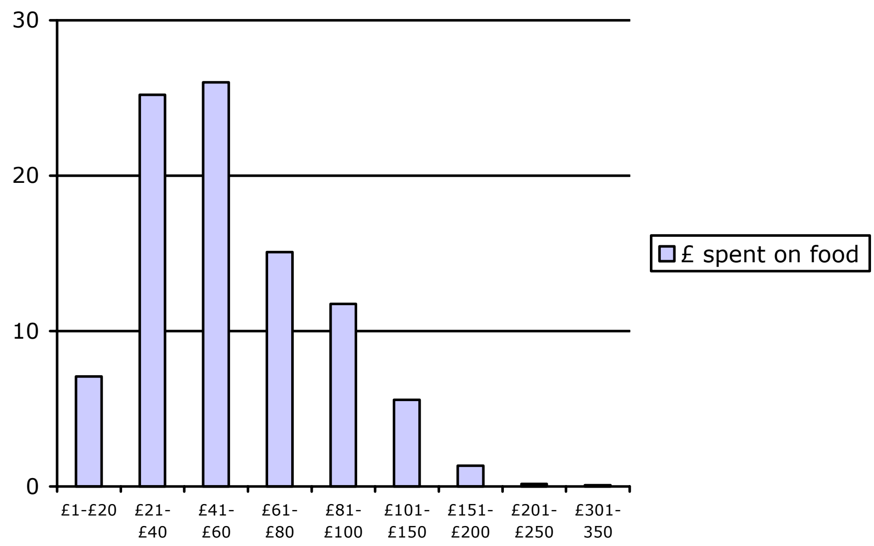
There was also no statistical link found with age or gender (question is you or member of your household), social class or body shape and frequency of cooking with children.

Q9) Approximately, on average, how much is spent just on food per week for your household?

The average amount spent of food each week per household is between £41 and £60 (approximately £57), of this approximately half (between 40 and 54%) id spent on raw and fresh food and on average less than 10% on pre-packed, pre-prepared foods such as frozen pizza, ready meals and take-aways.

	Don't know	£1-£20	£21-£40	£41-£60	£61-£80	£81-£100	£101-£150	£151-£200	£201-£250	£251-£300	£301-£350	>£350	Refused
Freq	90	85	302	312	181	141	67	16	2	0	1	0	3
%	7.50	7.08	25.20	26.00	15.08	11.75	5.58	1.33	0.17	0.00	0.08	0.00	0.25

Figure 23: Distribution of the amount of money spent on food per week



Q10a) Approximately what proportion of the weekly amount spent on food is spent on RAW and FRESH food such as fruit, vegetables, fresh meat and fresh fish?

On average the respondents spent 40 – 54% of their food budget on raw and fresh food

	Don't know	Do not buy these foods	Less than 10%	10 – 24%	25-39% a quarter	40% - 54% a half	55% - 69%	70% – 84% three quarters	85%or more	Refused
Freq	25	1	26	104	294	366	113	213	58	0
%	2.08	0.08	2.17	8.67	24.50	30.50	9.42	17.75	4.83	0.00

Q10b) Approximately what proportion of the weekly amount spent on food is spent on pre-packed and pre-prepared food such as frozen pizza, ready meals, take aways.

On average the respondents spent less than 10% of their food budget pre-prepared meals.

	Don't know	Do not buy	Less than 10%	10 – 24%	25-39% a quarter	40% -54% a half	55% - 69%	70% – 84% three quarters	85%or more	Refused
Freq	22	321	492	163	135	53	6	6	2	0
%	2	27	41	14	11	4	1	1	0	0

Q12) In general how would you describe your level of concern about food which is sold in your area?

There was a split in respondents response between concern and unconcern. The average was slightly unconcerned about food sold in their area

	Very Concerned	Fairly Concerned	Neither Concerned nor Unconcerned	Fairly Unconcerned	Very Unconcerned	No opinion/don't know
Freq	126	362	159	348	197	8
%	11	30	13	29	16	1

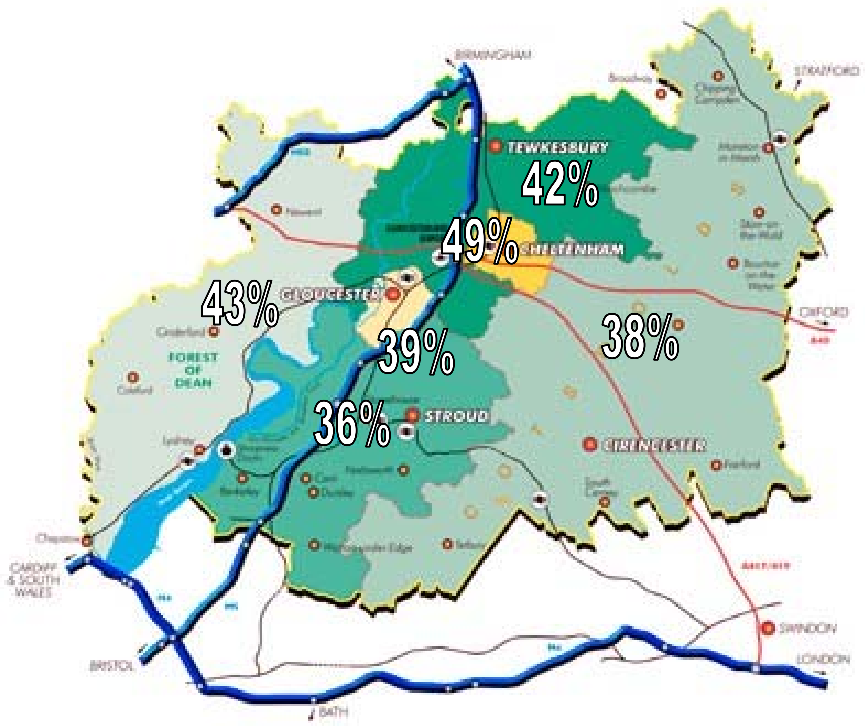
The mean is 3.13, the medium neither and mode is fairly unconcerned

The relationship between the level of concern expressed about food and the **district** the respondents live in is significant (p<0.0001)

Level of concern over food	Cotswold	Stroud	Forest of Dean	Tewkesbury	Cheltenham	Gloucestershire	Total
Very Concerned	22(11%)	21 (11%)	28 (14%)	21 (11%)	21 (11%)	13 (7%)	126
Fairly concerned	53 (27%)	50 (25%)	58 (29%)	62 (31%)	76 (38%)	63 (32%)	362
Neither	5 (3%)	14 (7%)	22 (11%)	41 (21%)	39 (19%)	38 (19%)	159
Fairly unconcerned	68 (34%)	47 (24%)	73 (37%)	54 (27%)	46 (23%)	60 (30%)	348
Very unconcerned	51 (26%)	68 (34%)	14 (7%)	20 (10%)	18 (9%)	26 (13%)	197
Total	199	200	193	200	200	200	1192

8 don't knows

Figure 24: Map of concern over food



2:

Rural and Urban residents were also significantly different (p<0.0001). Overall urban residents were slightly more concerned and significantly less unconcerned than rural residents.

Concern	Urban	Rural	Totals
Very Concerned	34 (9%)	92 (12%)	126
Fairly concerned	139 (35%)	223 (28%)	362
Neither	77 (19%)	82 (10%)	159
Fairly unconcerned	106 (27%)	242 (30%)	348
Very unconcerned	44 (11%)	153 (19%)	197
Don't know	0	8 (1%)	8
Total	400 (33%)	800 (67%)	1200

Body shape was also significant (p<0.001), the slightly overweight were the least concerned about food sold in their area

Concern	Extremely Underwht	Mod Underwght	Slightly Underwght	About Right	Slightly Overwght	Mod Overwght	Extremely Overwght	Ref	Totals
Very Concerned	0	3	7 (13%)	66 (12%)	36 (9%)	12 (8%)	2 (8%)	0	126
Fairly concerned	0	4	19 (35%)	172 (30%)	98 (26%)	57 (38%)	11 (46%)	1	362
Neither	1	0	4 (7%)	61 (11%)	66 (17%)	20 (13%)	2 (8%)	5	159
Fairly unconcerned	0	4	14 (25%)	161 (28%)	124 (33%)	38 (25%)	5 (21%)	2	348
Very unconcerned	0	1	11 (20%)	103 (18%)	53 (14%)	23 (15%)	4 (17%)	2	197
Don't know	0	1	0 (0%)	5 (1%)	2 (1%)	0 (0%)	0 (0%)	0	8
Total	1	13	55 (5%)	568 (47%)	379 (31%)	150 (13%)	24 (2%)	10	1200

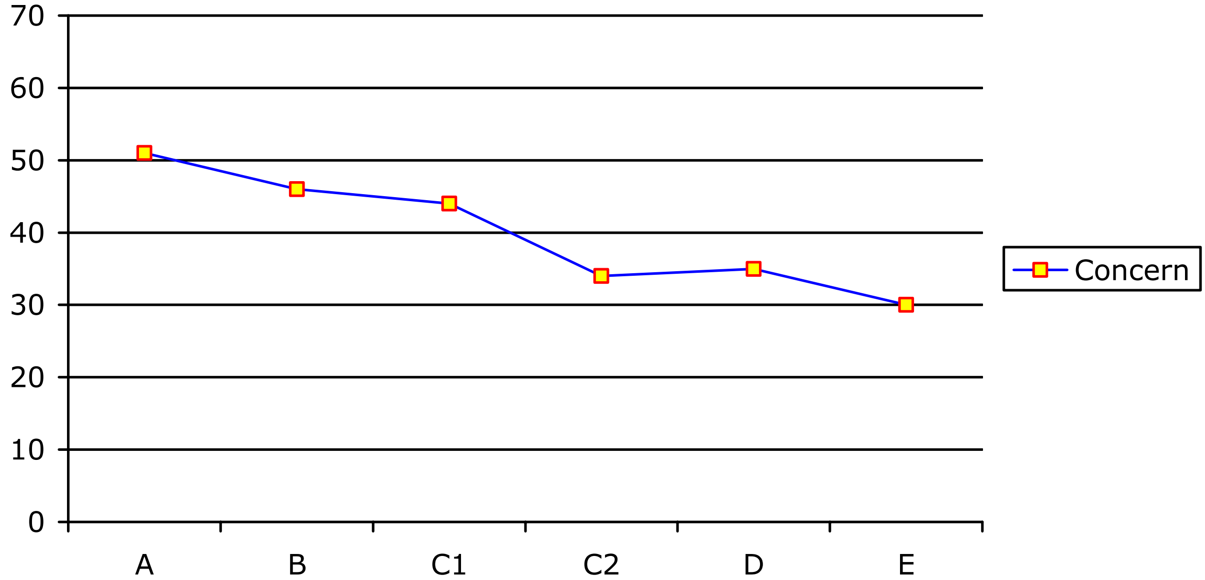
Age was also significant (p<0.01), those aged between 36 and 64 were the most concerned about food sold in their area.

Concern	17-25	26-35	36-49	50-64	65-74	75-85	86+	Refused	Total
Very Concerned	2 (5%)	9 (9%)	43 (16%)	38 (11%)	19 (8%)	12 (7%)	3 (9%)	0	126
Fairly concerned	11 (28%)	29 (28%)	76 (29%)	113 (34%)	69 (29%)	58 (32%)	5 (16%)	1	362
Neither	7 (18%)	18 (17%)	32 (12%)	44 (13%)	32 (13%)	21 (12%)	4 (13%)	1	159
Fairly unconcerned	15 (38%)	32 (31%)	79 (30%)	93 (28%)	75 (31%)	42 (23%)	9 (28%)	3	348
Very unconcerned	5 (13%)	16 (15%)	35 (13%)	44 (13%)	43 (18%)	45 (25%)	9 (28%)	0	197
Don't know	0 (0%)	0 (0%)	1 (0%)	1 (0%)	2 (1%)	2 (1%)	2 (6%)	0	8
Totals	40 (3%)	104 (9%)	266 (22%)	333 (28%)	240 (20%)	180 (15%)	32 (3%)	5	1200

Social economic group was also highly significant ($p<0.0001$), the higher the social economic group the more concerned about food sold in their area

SEG	A	B	C1	C2	D	E	Ref	Totals
Very Concerned	3 (10%)	40 (14%)	54 (13%)	17 (7%)	2 (2%)	7 (5%)	3	126
Fairly concerned	12 (41%)	90 (32%)	125 (31%)	64 (27%)	27 (33%)	35 (25%)	9	362
Neither	2 (7%)	19 (7%)	43 (11%)	44 (19%)	9 (11%)	33 (24%)	9	159
Fairly unconcerned	9 (31%)	79 (28%)	116 (29%)	77 (33%)	24 (30%)	35 (25%)	8	348
Very unconcerned	3 (10%)	50 (18%)	64 (16%)	30 (13%)	18 (22%)	27 (19%)	5	197
Don't know	0 (0%)	0 (0%)	2 (0%)	1 (0%)	1 (1%)	3 (2%)	1	8
Totals	29 (2%)	278 (23%)	404 (34%)	233 (19%)	81 (7%)	140 (12%)	35 (3%)	1200

Figure 25: Relationship between social group and concern about food sold in their area



The **Gender** of the respondents was found not to be significant

Section 3: Meals

Q13) Thinking about the meals and snacks you eat during the day; How many MEALS (including breakfast) do you yourself usually eat each day?

Most respondents eat 3 meals a day

Number of meals	Frequency	%
1	67	5.6
2	245	20.4
3	859	71.6
4	22	1.8
5	5	0.4
6 or more	2	0.2

The mean is 2.72 and the median is 3, the mode is also 3

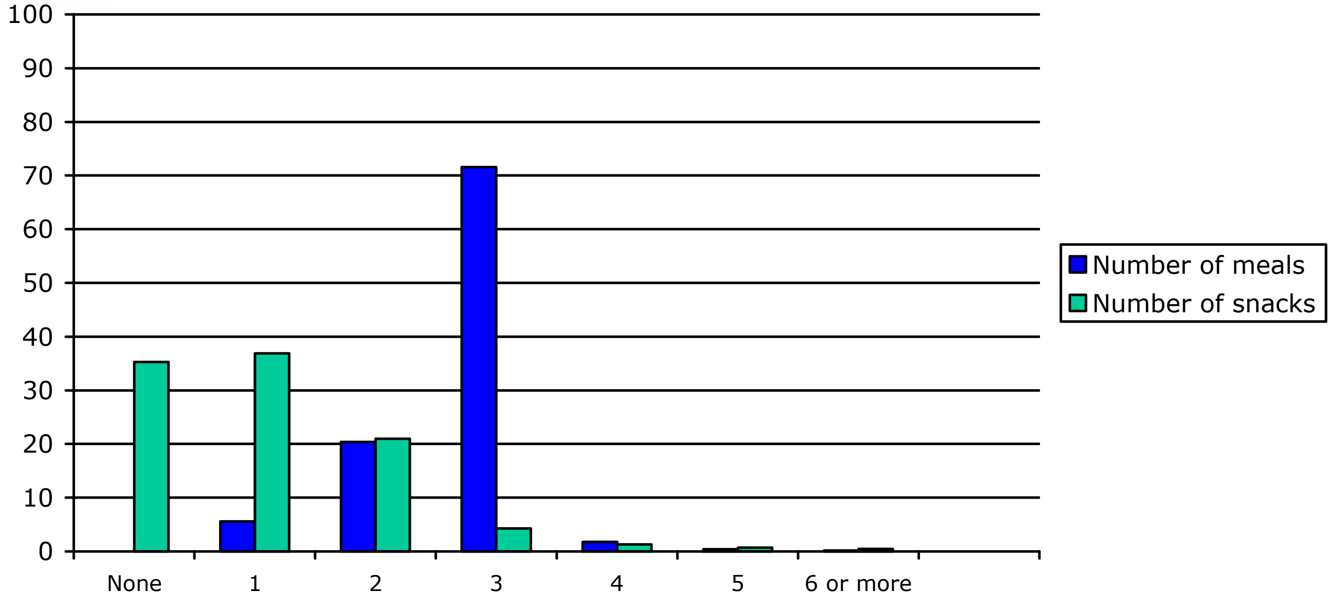
Q14) And how many SNACKS usually?

Most respondents eat 1 snack a day

Number snacks	Frequency	%
1	443	36.9
2	252	21.0
3	52	4.3
4	15	1.3
5	8	0.7
6 or more	6	0.5
None	424	35.3

The mean is 1.03 whilst the mode is 1 and the medium 2

Figure26: The number of meals and snacks eaten per day

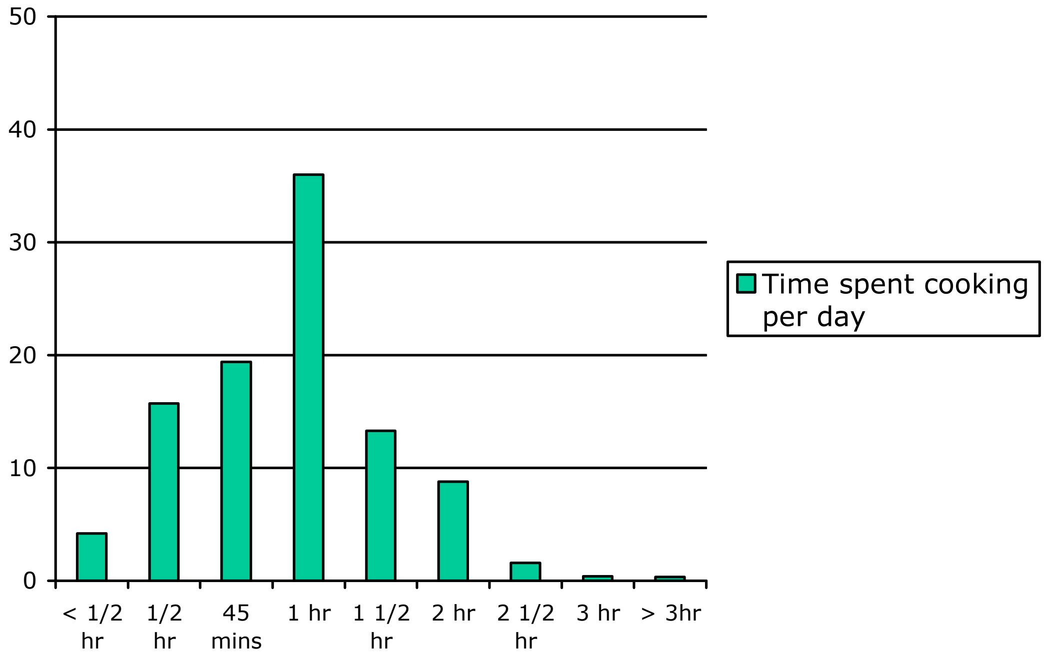


Q15) How much time do you, or the person who does the majority of cooking in your household, spend cooking per day?

The average time spent cooking per day by the respondents is 62 minutes. The median is 1 hour and the mode is 1 hour

	Less than ½ hr	**1/2hr**	**45 mins**	**1 hour**	**1.5 hours**	**2 hours**	**2.5 hours**	**3 hours**	**More than 3 hours**	**Do not cook**
Freq	50	188	233	432	160	105	19	5	4	4
%	4.17	15.67	19.42	36.00	13.33	8.75	1.58	0.42	0.33	0.33

Figure 27: Time spent cooking per day



The **age** of respondents was just significance (p<0.03), those aged between 65 and 74 spent on average the most time cooking (66 minutes per day). Younger respondents, aged under 50 spent on average less time (60 minutes per day) than respondents aged over 50, with the exception of the very old (over 85) who spent on average 56 minutes per day cooking.

Time spent cooking	17-25	26-35	36-49	50-64	65-74	75-85	86+	Refused	Total
< ½ hr	0 (0%)	3 (12%)	7 (7%)	6 (2%)	9 (3%)	9 (4%)	14 (8%)	2	0
½ hr	1 (7%)	5 (20%)	17 (16%)	34 (13%)	41 (12%)	41 (17%)	37 (21%)	11	1
45 mins	3 (20%)	5 (20%)	23 (22%)	48 (18%)	63 (19%)	43 (18%)	35 (19%)	10	3
1 hr	8 (53%)	7 (28%)	35 (34%)	114 (43%)	121 (36%)	82 (34%)	59 (33%)	6	0
1 ½ hr	1 (7%)	2 (8%)	10 (10%)	40 (15%)	47 (14%)	37 (15%)	21 (12%)	1	1
2 hr	1 (7%)	3 (12%)	8 (8%)	19 (7%)	44 (12%)	22 (9%)	7 (4%)	1	0
2 ½ hr	1 (7%)	0 (0%)	3 (3%)	4 (2%)	5 (2%)	4 (2%)	2 (1%)	0	0
3 hr	0 (0%)	0 (0%)	1 (1%)	0 (0%)	0 (0%)	0 (0%)	2 (1%)	1	0
> 3 hr	0 (0%)	0 (0%)	0 (0%)	0 (0%)	2 (1%)	1 (0%)	1 (0%)	0	0
Do not cook	0 (0%)	0 (0%)	0 (0%)	1 (0%)	1 (0%)	1 (0%)	2 (1%)	0	0
Totals	15	25	104	266	333	240	180	32	5
Average time cooking (mins)	*(67)**	*(55)**	60	62	66	62	56		

Too small a sample – combined average for 17-35 = 60 minutes

The **body shape** of respondents was just significance (p<0.0001), respondents who considered themselves moderately underweight and extremely overweight spent less time cooking than other respondents.

Time spent cooking	Extremely Underwht	Mod Underwght	Slightly Underwght	About Right	Slightly Overwght	Mod Overwght	Extremely Overwght	Ref	Totals
< ½ hr	0	2	2 (3.6%)	22 (3.9%)	16 (4.2%)	6 (4.0%)	2	0	50
½ hr	0	2	10 (18.2%)	81 (14.3%)	60 (15.8%)	29 (19.3%)	4	2	188
45 mins	1	6	11 (20.0%)	114 (20.1%)	64 (16.9%)	29 (19.3%)	4	4	233
1 hr	0	3	20 (36.4%)	221 (38.9%)	138 (36.4%)	42 (28.0%)	7	1	432
1 ½ hr	0	0	3 (5.5%)	69 (12.1%)	58 (15.3%)	24(16.0 %)	6	0	160
2 hr	0	0	7 (12.7%)	43 (7.6%)	35 (9.2%)	18 (12.0%)	1	1	105

Time spent cooking	Extremely Underwht	Mod Underwght	Slightly Underwght	About Right	Slightly Overwght	Mod Overwght	Extremely Overwght	Ref	Totals
2 ½ hr	0	0	1 (1.8%)	11 (1.9%)	5 (1.3%)	2 (1.3%)	0	0	19
3 hr	0	0	0 (0%)	1 (0.2%)	1 (0.3%)	0 (0%)	0	2	4
> 3 hr	0	0	1 (1.8%)	2 (0.4%)	1 (0.3%)	0 (0%)	0	0	4
Do not cook	0	0	0 (0%)	4 (0.7%)	1 (0.3%)	0 (0%)	0	0	5
Totals	1	13	55	568	379	150	24	10	1200
Average time cooking (mins)	*(45)*	41.5	63.4	61.2	62.7	62.7	58.8		

There were significant differences ($p<0.001$) between the districts and the time spent cooking on average each day. Overall Cotswold and Cheltenham residents spent slightly less time cooking each day (just under an hour) as compared to residents in the Forest of Dean (just over an hour).

Time spent cooking per day	Cotswold	Stroud	Forest of Dean	Tewkesbury	Cheltenham	Gloucester	Total
< ½ hr	13 (7%)	4 (2%)	4 (2%)	3 (2%)	12 (6%)	14 (7%)	50
½ hr	30 (15%)	27 (14%)	29 (15%)	34 (16%)	41 (20%)	27 (14%)	188
45 mins	49 (25%)	33 (17%)	30 (15%)	41 (20%)	44 (22%)	36 (18%)	233
1 hr	69 (35%)	73 (37%)	69 (35%)	74 (37%)	65 (33%)	82 (41%)	432
1 ½ hr	25 (13%)	34 (16%)	32 (16%)	25 (13%)	21 (10%)	23 (12%)	160
2 hr	8 (4%)	25 (13%)	30 (15%)	15 (8%)	15 (8%)	12 (6%)	105
2 ½ hr	3 (2%)	1 (0%)	4 (2%)	5 (3%)	1 (0%)	5 (3%)	19
3 hr	0 (0%)	1 (0%)	0 (0%)	2 (1%)	0 (0%)	1 (0%)	4
> 3 hr	2 (1%)	0 (0%)	0 (0%)	1 (0%)	1 (0%)	0 (0%)	4
Do not cook	1 (1%)	2 (1%)	2 (1%)	0 (0%)	0 (0%)	0 (0%)	5
Totals	200	200	200	200	200	200	1200
Average time cooking (mins)	57.6	65.625	67.5	63.6	56.7	60	

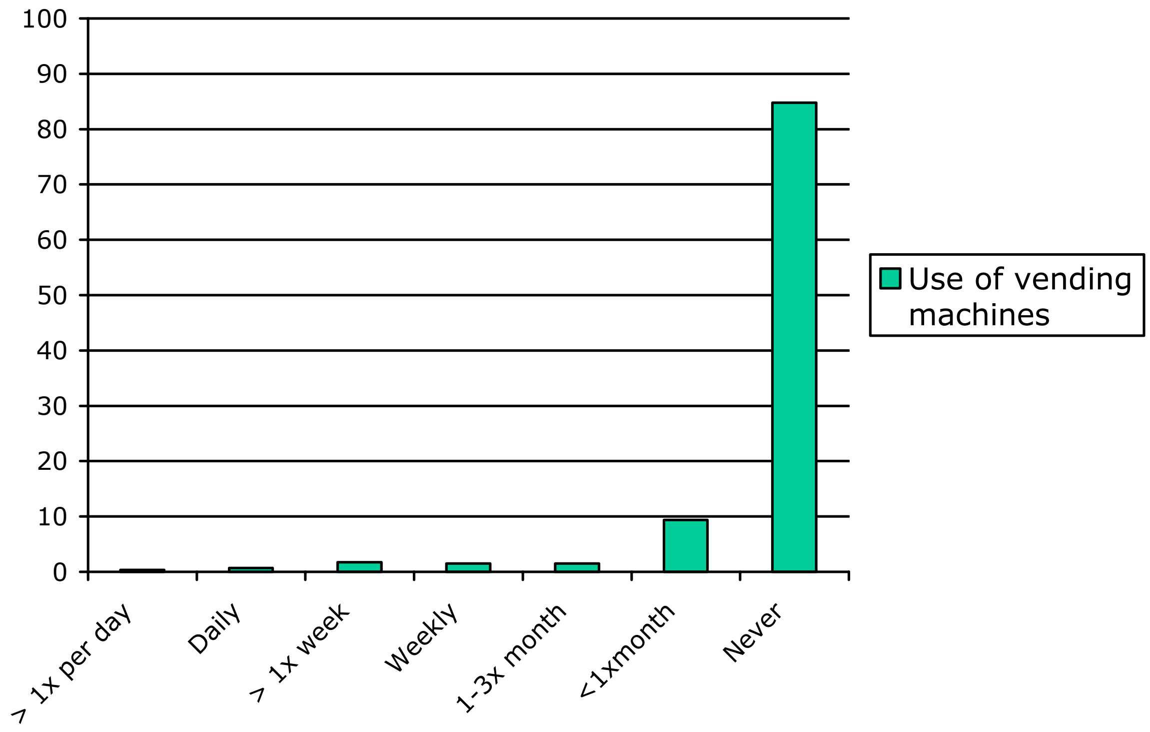
The gender, urban or rural residence and social economic groups were not significant factors.

Q16) How often, do you buy FOOD, not drinks, from Vending Machines? Please include snack items

The majority of respondents (85%) do not usually buy food from vending machines. Of the 183 respondents who do, 62% do so less than once a month. Only 33 respondents (3% of those surveyed) do so regularly i.e. more than once a week. This is too small a sample to segment.

	More than once per day	Once day	More than once a week	Once a week	1-3 times per month	Less than once a month	Never	Refused
Freq	4	8	21	18	18	113	1018	0
%	0.33	0.7	1.75	1.5	1.5	9.4	84.8	0

Figure 28: Use of vending machines to buy food (not snacks)



Section 4: Health

Q17) When, if ever, did you last have food poisoning in GLOUCESTERSHIRE? *Excluded were any instances, which occurred abroad or outside the county.*

The majority (82%) of respondents have never had food poisoning in the County and only 168 (14%) remember having had food poisoning in Gloucestershire

	Within the last month	Within the last 6 months	6mths – 1year	1-2 years	3-5 years	More than 6 years ago	Never	Can't remember	Refused
Freq	10	18	14	21	30	75	983	49	0
%	0.83	1.5	1.17	1.75	2.5	6.25	81.92	4.08	0

There was a significant difference ($p<0.03$) between urban and rural residents, with urban respondents. Proportionally more urban dwelling respondents remember having had food poisoning in the County more than 6 years ago

Food Poisoning	Urban	Rural	Totals
Within the last month	5 (1%)	5 (1%)	10
Within the last 6 months	6 (2%)	12 (2%)	18
6months – 1 year	4 (1%)	10 (1%)	14
1 – 2 years	8 (2%)	13 (2%)	21
3 – 5 years	12 (3%)	18 (2%)	30
More than 6 years ago	33 (8%)	42 (5%)	75
Never	326 (82%)	657 (82%)	983
Total	400	800	1200

There was a significant difference ($p<0.05$) between districts, where Gloucester and Cheltenham had more reported incidents of food poisoning than Stroud which had the least. However these are based on small numbers.

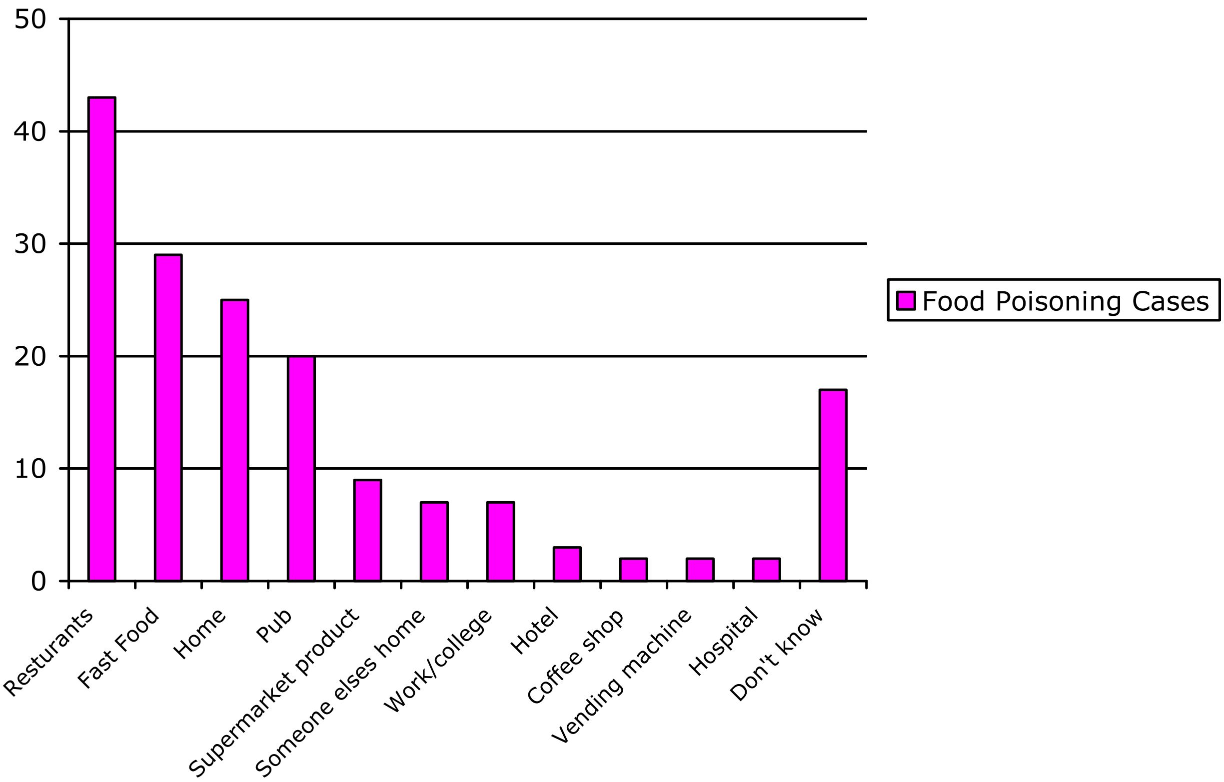
Food Poisoning	Cotswold	Stroud	Forest	Tewkesbury	Cheltenham	Gloucester	Total
Within last month	2 (1%)	1 (0%)	0 (0%)	2 (1%)	2 (1%)	3 (2%)	10
6 months	5 (3%)	3 (2%)	2 (1%)	2 (1%)	4 (2%)	2 (1%)	18
6mth -1year	1 (0%)	1 (1%)	3 (2%)	5 (3%)	0 (0%)	4 (2%)	14
1-2 years	5 (3%)	1 (1%)	2 (1%)	5 (3%)	4 (2%)	4 (2%)	21
3-5 years	2 (1%)	6 (3%)	4 (2%)	6 (3%)	3 (1%)	9 (5%)	30
More than 6yrs ago	10 (5%)	9 (5%)	14 (7%)	9 (5%)	20 (10%)	13 (7%)	75
Never	170 (85%)	165 (83%)	166 (84%)	156 (78%)	163 (82%)	163 (82%)	983
Can't remember	5 (3%)	14 (7%)	9 (5%)	15 (8%)	4 (2%)	2 (1%)	49
Total had food poisoning	25 (12%)	21 (10%)	25 (12%)	29 (14%)	33 (16%)	35 (17%)	168
Total	200	200	200	200	200	200	1200

Age, social economic group, gender and body shape where not significant

Q18) Where do think you ate the food that caused the food poisoning?

Source Location	Frequency	% frequency
Restaurant	43	25.6
Take Away/ Fast food	29	17.26
At Home	25	14.88
Pub	20	11.9
Supermarket product (home)	9	5.36
Someone else's home	7	4.17
Work / college	7	4.17
Hotel	3	1.79
Cake/coffee shop	2	1.19
Vending machine	2	1.19
Hospital	2	1.19
From butchers	1	0.6
Fete	1	0.6
Don't Know	17	10.12
Totals	168	100%

Figure 29: Sources of food posoning in Gloucestershire



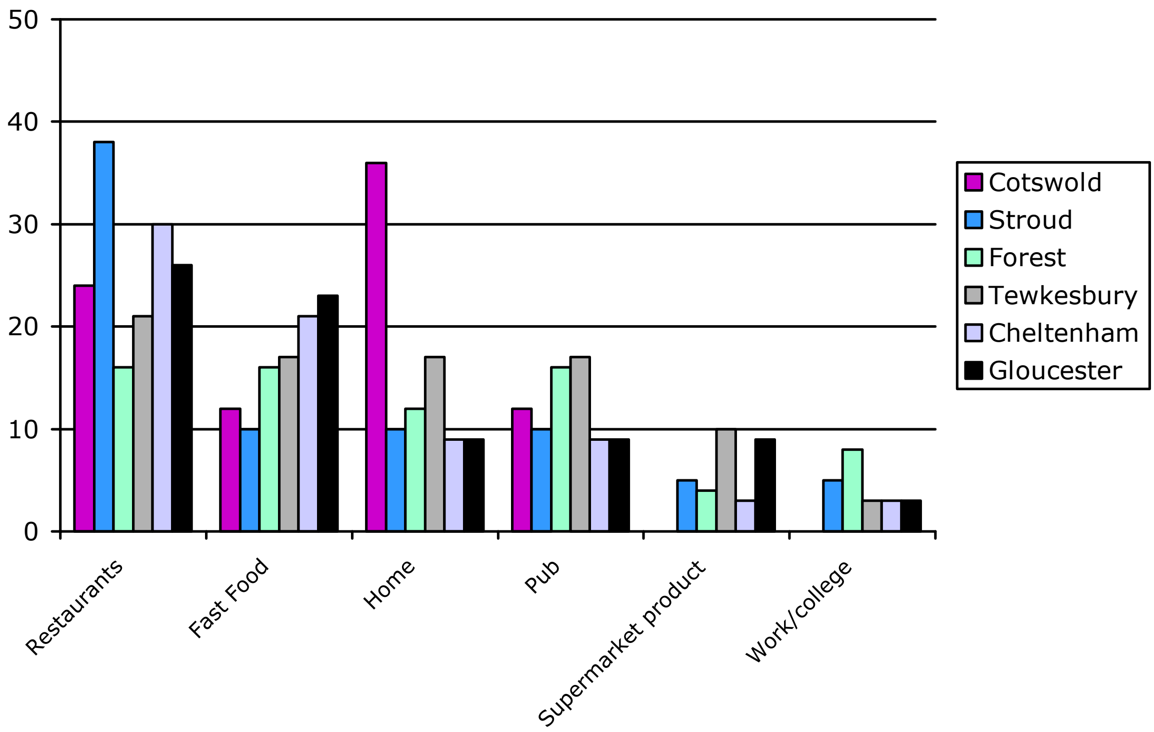
There was no significant difference in district or urban v.s. rural locations.

Source of food poisoning	Cotswold	Stroud	Forest	Tewkesbury	Cheltenham	Gloucester	Total
At Home	9 (36%)	2 (10%)	3 (12%)	5 (17%)	3 (9%)	3 (9%)	25
Restaurant	6 (24%)	8 (38%)	4 (16%)	6 (21%)	10 (30%)	9 (26%)	43
Take away/Fast Food	3 (12%)	2 (10%)	4 (16%)	5 (17%)	7 (21%)	8 (23%)	29
Pub	3 (12%)	2 (10%)	4 (16%)	5 (17%)	3 (9%)	3 (9%)	20
Supermarket product	0	1 (5%)	1 (4%)	3 (10%)	1 (3%)	3 (9%)	9
Work/college	1 (0%)	1 (5%)	2 (8%)	1 (3%)	1 (3%)	1 (3%)	7
Someone else's house	0	0	1 (4%)	4 (14%)	0	2 (6%)	7
Hotel	0	0	1 (4%)	0	1 (3%)	1 (3%)	3
Vending machine	0	0	0	0	1 (3%)	1 (3%)	2
Hospital	0	1 (5%)	1 (4%)	0	0	0	2
Cake/coffee shop	0	1 (5%)	0	0	0	1 (3%)	2
Fete	0	1 (5%)	0	0	0	0	1
Butchers	0	0	0	0	1 (3%)	0	1
Don't know	3 (12%)	2 (10%)	4 (16%)	0	5 (15%)	3 (9%)	17
Total	25	21	25	29	33	35	168

Stroud residents reported higher rates in restaurants and Cotswolds higher rates at home. Gloucester and Cheltenham reported higher rates in fast food outlets.

Figure 30: Incidents of food poisoning across the districts

% incident



Q19) Did you report the food poisoning to your doctor?

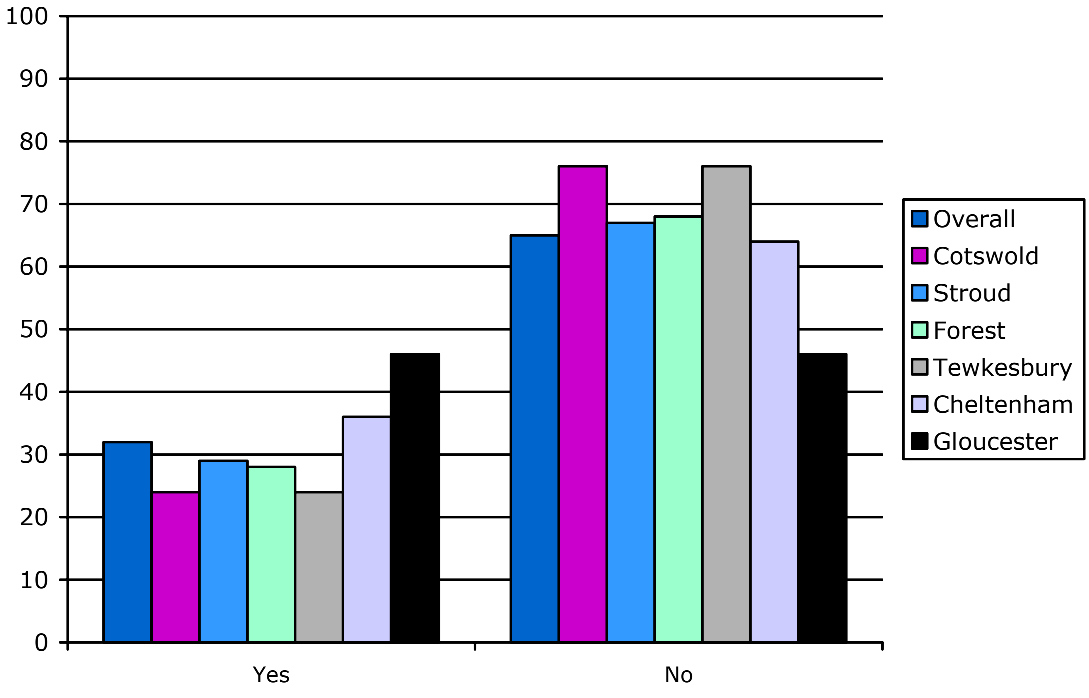
Nearly 65% (109) respondents who had food poisoning DID NOT report it to their doctor. 32% (54) – less than one third of respondents who had food poisoning did report it to their doctor. 5 respondents could not remember.

Notification	Overall	Cotswold	Stroud	Forest	Tewkesbury	Cheltenham	Gloucester	Total
Yes	54 (32%)	6 (24%)	6 (29%)	7 (28%)	7 (24%)	12 (36%)	16 (46%)	54
No	109 (65%)	19 (76%)	14 (67%)	17 (68%)	22 (76%)	21 (64%)	16 (46%)	109
Can't remember	5 (3%)	0	1 (5%)	1 (4%)	0	0	3 (9%)	5
Total	168	25	21	25	29	33	35	168

Respondents who live in Gloucester and to a lesser extent Cheltenham were more likely to report their food poisoning to a doctor.

Figure 30: Notification of food poisoning to GP

% report



Q20) Off the top of your head, does any ONE particular brand, make or food company or any logo or symbol offer you more confidence than ALL OF THE others when thinking about FOOD SAFETY?

Over 60% of the respondents could not think of a brand, make, food manufacture or logo that offers more confidence above all others in terms of food safety. Only two respondents mentioned the Soil association and only one the Food Standards Agency. Birds eye was the most frequently mentioned, however the survey was done during a large advertising campaign which we believed influenced this result. "Organic" was the next most frequently mentioned logo in which the respondents related to food safety.

List of main brands, manufactures etc. mentioned

Brand name	Frequency	% Frequency
None	731	60.9%
Birds eye (advert campaign ongoing)	55	4.6%
Organic	49	4.1%
Marks & Spencer's	47	3.9%
Heinz	45	3.8%
Waitrose	37	3.1%
Tesco	21	1.8%
Named brands	20	1.7%
Nescafe	15	1.3%
Red Tractor	15	1.3%
Sainsburys	14	1.2%
Co-op	13	1.1%
Fair Trade	11	0.9%
Kelloggs	10	0.8%
Asda	7	0.6%
Soil Association	2	0.2%
Food Standards Agency	1	0.1%

Q21) Off the top of your head, does any ONE particular brand, make or food company or any logo or symbol offer you more confidence than ALL OF THE others when thinking about YOUR HEALTH AND HEALTHY EATING?

65% of the respondents could not think of a brand, make, food manufacture or logo that offers more confidence above all others in terms of health and healthy eating. Only one respondent mentioned the Food Standards Agency.
The most frequently mentioned logo in terms of healthy eating was "Organic"

Category	Frequency	%
None	778	64.83
Organic	64	5.33
Marks & Spencer's	35	2.92
Healthy Eating (Tesco)	31	2.58
Birds Eye	31	2.58
Fresh Food	27	2.25
Waitrose	24	2.00
Low fat/fat content	16	1.33
Tesco	14	1.17
Sainsburys	13	1.08
Weight Watchers	11	0.92
Brand names	10	0.83
Heinz	10	0.83
Sainsbury's Be good to yourself	8	0.67
Food Standards Agency	1	0.08

5) Demographics

Q22) May I ask what the main wage earner in your household does/did for a living?

Social Economic Group	Frequency	% Frequency
A	29	2.42
B	278	23.17
C1	404	33.67
C2	233	19.42
D	81	6.75
E	140	11.67
Refused	35	2.92

Gloucester had the lowest social economic profile and Cotswolds the highest

Breakdown of social economic groups across districts

Age Range	Cotswold	Stroud	Forest of Dean	Tewkesbury	Cheltenham	Gloucester	Totals
A	12 (6%)	6 (3%)	0 (0%)	10 (5%)	0 (0%)	1 (0%)	29
B	65 (33%)	66 (33%)	45 (23%)	45 (23%)	29 (15%)	28 (14%)	278
C1	65 (33%)	58 (29%)	63 (32%)	63 (32%)	84 (42%)	71 (36%)	404
C2	29 (15%)	31 (16%)	49 (25%)	43 (22%)	43 (22%)	38 (19%)	233
D	9 (5%)	10 (5%)	19 (10%)	11 (6%)	16 (8%)	16 (8%)	81
E	14 (7%)	25 (13%)	17 (9%)	24 (12%)	18 (9%)	42 (21%)	140
Refused	6 (3%)	4 (2%)	7 (4%)	4 (2%)	10 (5%)	4 (2%)	35
Total	200	200	200	200	200	200	1200
Higher SEG %	71	62	54	59	57	50	59
Lower SEG %	26	33	43	39	39	48	39

Q23) May I ask for an indication of your age group please? Are you between the ages of..

Age range	Frequency	%
17-19	15	1.25
20-25	25	2.08
26-35	104	8.67
36-49	266	22.17
50-64	333	27.75
65-74	240	20.00
75-85	180	15.00
86 or over	32	2.67
Refused	5	0.42

The average age was similar across the districts, however Cheltenham had proportionally younger respondents and the Forest of Dean a slightly higher average age.

Age Range	Cotswold	Stroud	Forest of Dean	Tewkesbury	Cheltenham	Gloucester	Totals
Average Age	***58.3***	***58.2***	***59.2***	***55.7***	***53.9***	***58.5***	***57.3***
17-19	5 (3%)	5 (3%)	0 (0%)	0 (0%)	1 (0%)	4 (2%)	15
20-25	4 (2%)	3 (1%)	3 (2%)	4 (2%)	6 (3%)	5 (3%)	25
26-35	14 (7%)	9 (5%)	14 (7%)	22 (11%)	30 (15%)	15 (8%)	104
36-49	37 (19%)	49 (25%)	35 (18%)	53 (27%)	48 (24%)	44 (22%)	266
50-64	59 (30%)	54 (27%)	73 (37%)	53 (27%)	50 (25%)	44 (22%)	333
65-74	41 (20%)	40 (20%)	38 (19%)	38 (19%)	40 (20%)	43 (21%)	240
75-85	34 (17%)	35 (18%)	27 (14%)	24 (12%)	20 (10%)	40 (20%)	180
86 or over	5 (3%)	4 (2%)	9 (5%)	5 (3%)	4 (2%)	5 (3%)	32
refused	1 (0%)	1 (0%)	1 (0%)	1 (0%)	1 (0%)	0 (0%)	5
Total	200	200	200	200	200	200	1200

Q25) Thinking about your body shape – would you describe yourself as..?

Self image of body weight	code	Freq	%
Extremely underweight	1	1	0.08
Moderately underweight	2	13	1.08
Slightly under weight	3	55	4.58
About right	4	568	47.33
Slightly overweight	5	379	31.58
Moderately overweight	6	150	12.50
Extremely overweight	7	24	2.00
Refused	8	10	0.83

Perceived weight	Cotswold	Stroud	Forest of Dean	Tewkesbury	Cheltenham	Gloucester	Totals
Extremely underweight	0 (0%)	0 (0%)	1 (0%)	0 (0%)	0 (0%)	0 (0%)	1
Moderately underweight	1 (0%)	4 (2%)	2 (1%)	2 (1%)	3 (2%)	1 (0%)	13
Slightly under weight	9 (5%)	16 (8%)	5 (3%)	6 (3%)	7 (4%)	12 (6%)	55
About right	94 (47%)	107 (54%)	90 (45%)	93 (47%)	88 (44%)	96 (48%)	568
Slightly overweight	59 (30%)	47 (24%)	67 (34%)	73 (37%)	66 (33%)	67 (34%)	379
Moderately overweight	28 (14%)	22 (11%)	25 (13%)	23 (12%)	32 (16%)	20 (10%)	150
Extremely overweight	8 (4%)	3 (2%)	7 (4%)	2 (1%)	2 (1%)	2 (1%)	24
Refused	1 (0%)	1 (0%)	3 (2%)	1 (0%)	2 (1%)	2 (1%)	10
Total	200	200	200	200	200	200	1200

Q26) Would you describe yourself as White British or do you belong to another ethnic group?

Ethnicity	Freq	%	Ethnicity	Freq	%
White British	1149	95.75	Asian/Asian British	-	-
White Irish	6	0.50	Indian	-	-
White European	8	0.67	Pakistani	4	0.33
Black/ Black British	-	-	Bangladeshi	2	0.17
Caribbean	2	0.17	Other Asian background	1	0.08
African	3	0.25	White & Black Caribbean	1	0.08
Other (black)	-	-	White & Black African	5	0.42
Chinese	8	0.67	White & Asian	3	0.25
			Other mixed ethnic	4	0.33
			Refused	4	0.33

Q26) Finally, may we contact you again within the next year when conducting any similar research? If you agree, your details will only be used in connection with this study and not passed to any third parties

909 (over 75%) of respondents were willing to take part in future studies. This will provide Gloucester Food Vision with a valuable database.

Q27) RESPONDENTS' GENDER

346 (29%) of respondents were male and 854 (72%) Female. We would normally expect more women than men on a telephone survey, although this is a higher proportion of women than we usually have – this may be due to the fact the questions were food and health related.

Gender	Cotswold	Stroud	Forest of Dean	Tewkesbury	Cheltenham	Gloucester	Totals
Male	64 (32%)	61 (32%)	54 (27%)	64 (32%)	59 (30%)	44 (22%)	346
Female	136 (68%)	139 (69%)	146 (73%)	136 (68%)	141 (70%)	156 (78%)	854
Totals	200	200	200	200	200	200	1200

The final questions related to the respondents address. The numbers of respondents were equally split between the 6 districts with 200 participants in each

District	Number of Respondents
Cotswold	200
Forest	200
Stroud	200
Gloucester	200
Cheltenham	200
Tewkesbury	200

A list of towns and villages, or street names in Gloucester and Cheltenham that the respondents came from is given in appendix 2 of this report.

Discussion and Conclusions

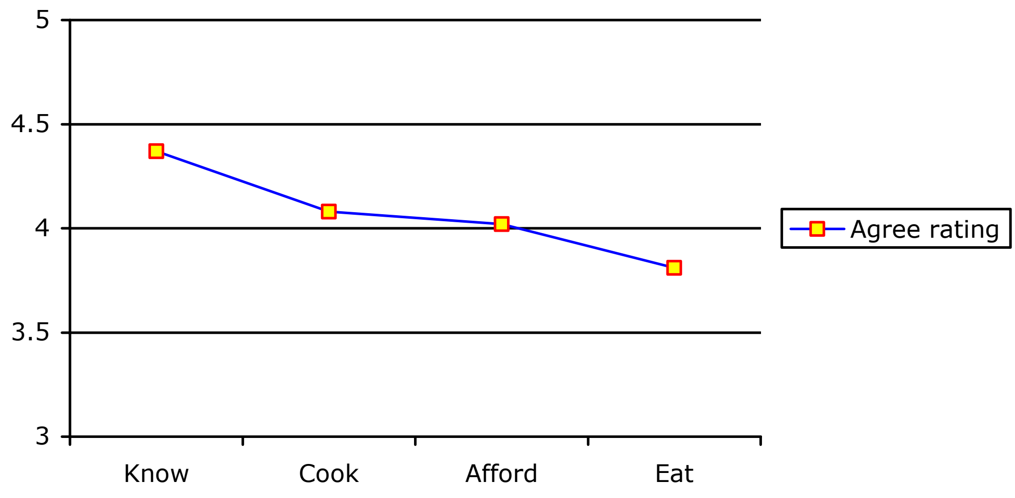
A total of 1200 randomly chosen respondents were interviewed by telephone, 200 from each of the six districts. 26% were from social economic groups A/B professional/managerial), 34% C1 (skilled), 19% C2 (semi skilled) and 20% D/E (unskilled, unemployed). The average age was 57, 96% white British and 72% female.

Overall the respondents were very willing and interested in taking part of the survey, however some did find it a little long (we usually aim for 10 to 15 minutes), despite this over 900 respondents from all around Gloucestershire have volunteered to go onto a Food Vision dedicated database for future related research. This could be a valuable resource in the future. The following discussion of the results is based on statistically significant (p<0.005) observations.

Section 1: Diet

There was strong agreement to the statement "*I understand what is meant by a balanced diet*", with over 97% of residents agreeing or strongly agreeing, however this decreased to 92% for preparing, cooking and affording and 88% to actually eating a healthy diet.

Figure D1: Graph illustrating the decrease in agreement in understanding a balanced diet to cooking, shopping and actually eating a healthy diet

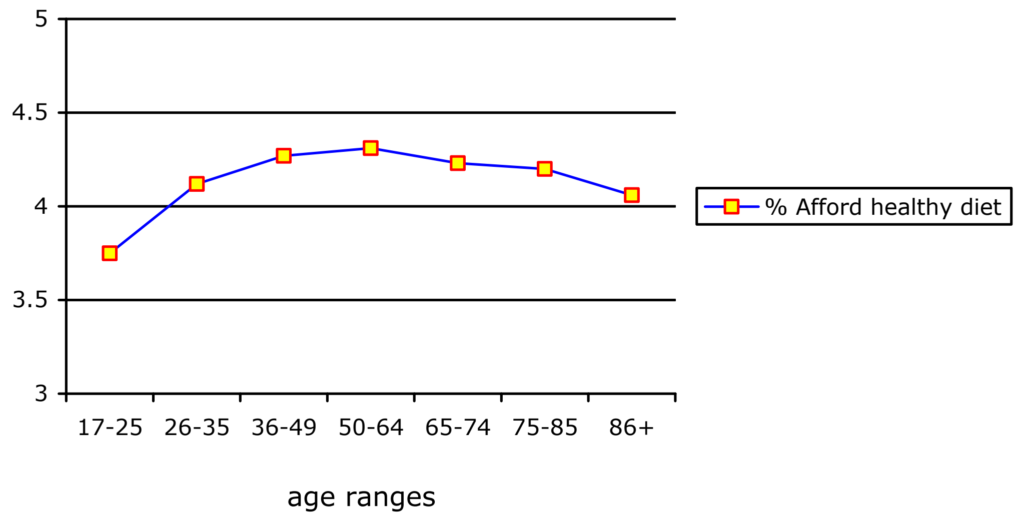


Stroud residents were less confident compared to residents from other districts, in feeling that they understand what is meant by a balanced diet. Women were more confident than men. Those aged over 65 are less confident younger respondents.

Slightly less respondents were confident they knew **how to prepare and cook** a balanced diet, compared to having an understanding. Higher social economic groups were more likely to strongly agreed with the statement "*I feel I know how to prepare & cook a balanced diet*" than lower social economic groups. Respondents from high income professional (social group A) were more likely to strongly agree. However, even unemployed, low- income (social group E) respondents were on average likely to agree with this statement. Females were significantly more confident than men (44% versus 33%) and those aged under 64 were more confident than older residents aged over 65. The exceptions to this were those aged between 17 and 25. However the biggest difference was between **districts** were far fewer **Stroud** residents were likely to strongly agree that they can prepare & cook a balanced diet (20% as opposed to an average 40%).

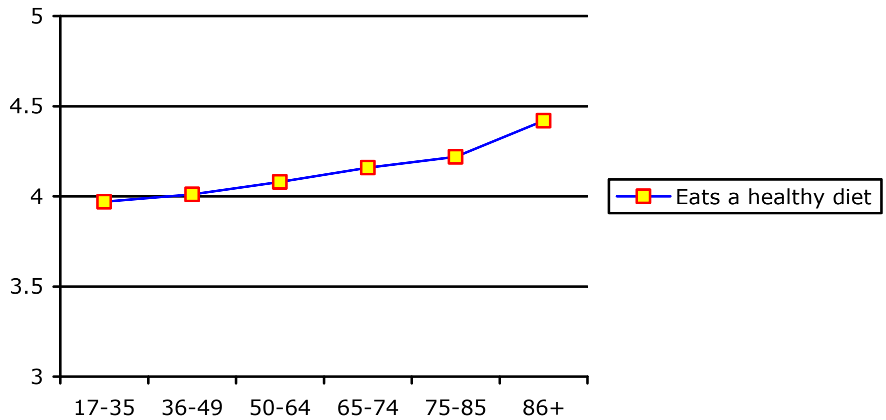
Fewer respondents (34%) strongly agreed that they can **afford a healthy diet**, and those respondents who live in the Stroud district were half as likely (16%) to strongly agree, even though Stroud had a relatively high proportion of high social economic groups. Those who perceived themselves about the right weight were the most likely to strongly agree they could afford a healthy diet. Both young (aged between 17 and 25) and older (aged over 65) respondents were less likely to strongly agree. Respondents aged between 50 and 64 were the most likely to be able to afford a healthy diet.

Figure D2: Graph illustrating being able to afford a healthy diet across



The lowest agreement was to the statement "*In my opinion I generally **eat a healthy diet***" with less than a third of respondents strongly agreeing.
Those respondents who consider themselves overweight were more likely to disagree and those who consider themselves about the right weight were most likely to strongly agree.
Again Stroud residents were far less likely to strongly agree than those from other districts, with those from Cheltenham most likely to agree. Men were also less likely to strongly agree and more disagreed than women. There was a general trend of increasing age and increase in agreement to eating a healthy diet.

Figure D3: Graph illustrating eating a healthy diet across age ranges in Gloucestershire



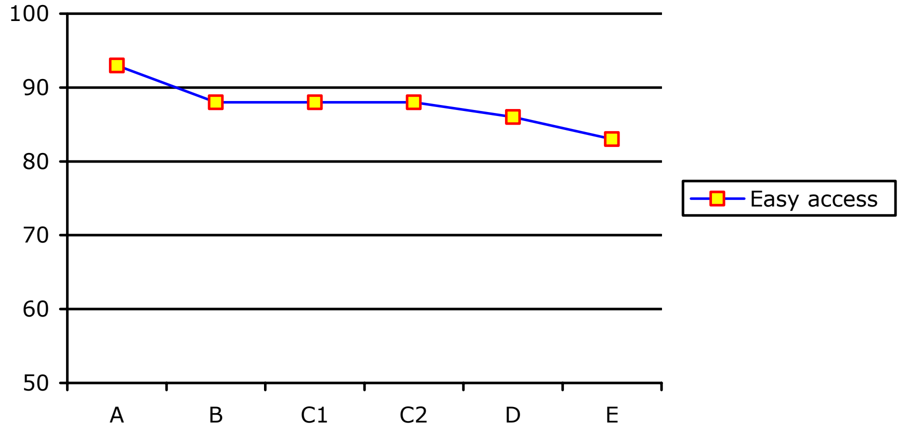
Over 80% of respondents believe that they **eat more healthily at home** (13% no different) and only 4% outside of the home. Urban residents, particularly those from Cheltenham were more likely to say outside of the home (9%). Overweight respondents were also more likely to say outside of the home.

Over 80% of respondents believe that it's **easier to eat more healthily at home** (14% no different) and slightly more, but only 5% outside of the home. Again urban residents, particularly those from Cheltenham were more likely to say outside of the home (10%). Men were twice as likely as women to say it was easier (8% compared to 4%).

Section 2: Shopping Habits

Nearly 90% of respondents find it quite easy to get to **shops** that sell the type of food needed for a healthy and balanced diet. Cheltenham residents were most likely to say extremely easy (46%) and Forest of Dean least likely (35%) – they were also the most likely to say quite difficult (11%).
There was a general trend of less agreement across social economic groups.

Figure D4: Graph illustrating perceived access to shops that sell the type of food needed for a healthy and balanced diet across social groups in Gloucestershire



Respondents' aged between 34 and 64 found it the easiest to access the appropriate shops and those aged over 75 the hardest.

Respondents who consider themselves slightly underweight found were less likely to have easy access and those who consider themselves about the right weight, the easiest.

Nearly 60% of the respondents do the majority of their shopping in **Tesco's**. This is by far the most frequently cited retailer, nearly three times more popular than Sainsburys or the Co-op (both at only 22%) who were the next most frequently mentioned. Tesco's dominated across all of the districts.

Nearly half of the respondents shopped for two adults in their household and 22% (263) also shopped for children (usually one or two).

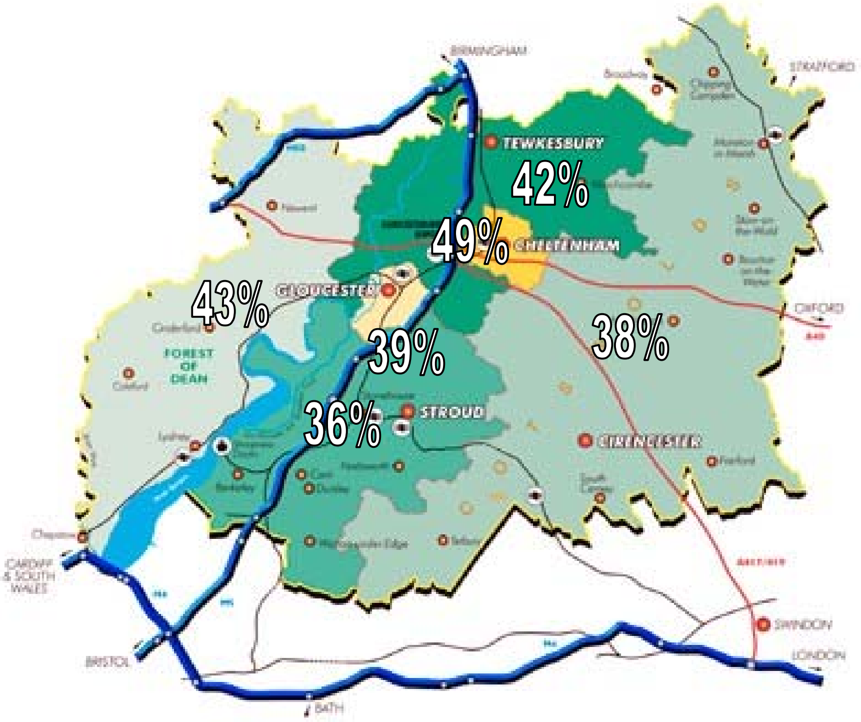
Of those respondents who had children in their household, under half of them (42%) **cooked with their children** at least once a week. 14% of them (or another adult member of the household) never cooks with their children, and 19% rarely does.

The average **amount spent of food** each week per household is between £41 and £60 (approximately £57), of this approximately half (between 40 and 54%)

is spent on raw and fresh food and on average less than 10% on pre-packed, pre-prepared foods such as frozen pizza, ready meals and take-aways.

Over 40% of the respondents are **concerned about food** that is sold in their area. The most concerned were Cheltenham residents, although Gloucester residents were far less concerned. The most unconcerned respondents were from the Cotswolds. Rural residents (49%) were overall less unconcerned than urban ones (38%).

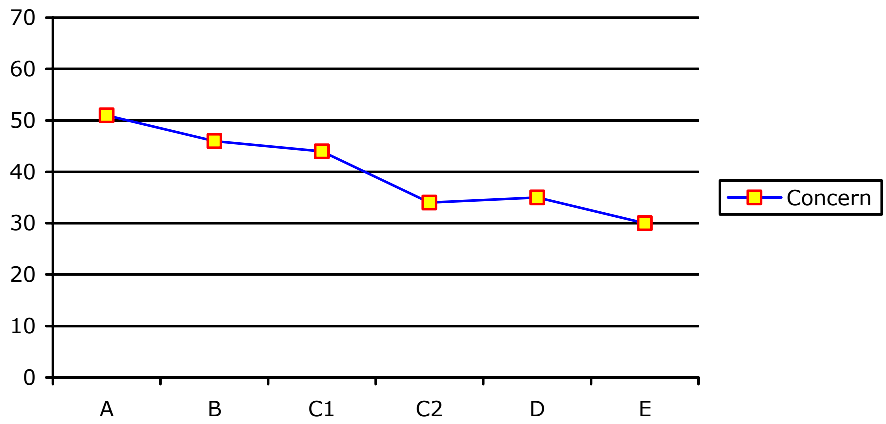
Figure D5: Map of concern over food



3:

Respondents aged between 36 and 64 were the most concerned about food sold in their area and the higher the social economic group the more concern was expressed.

Figure D6: Graph illustrating concern about food sold in their area across social groups in Gloucestershire



Section 3: Meals

The majority of respondents eat 3 meals (average 2.7 meals) and 1 snack (average 1.03) a day.

The average **time spent cooking** each day is 62 minutes, those aged between 65 and 74 spent the most time cooking (66 minutes) and younger ones (50 minutes). Respondents who considered themselves moderately underweight and extremely overweight spent less time on average cooking than other respondents. Overall Cotswold and Cheltenham residents spent slightly less time cooking (just under an hour) and residents in the Forest of Dean the most (just over an hour).

The majority of respondents (85%) do not usually buy food (excludes snacks and drinks) from **vending machines**. Of those who do, over half (62%) do so less than once a month and only 3% do so regularly.

Section 4: Health

The majority (82%) of respondents reported that never had **food poisoning** in Gloucestershire. Of the 168 who have had food poisoning in Gloucestershire, proportionally more urban located than rural respondents have had food poisoning, Gloucester (17%) and Cheltenham (16%) reporting higher incidents than Stroud (10%).

Over a quarter of the cases were thought to have originated from eating food in a restaurant.

Figure D7: Histogram showing the perceived source of food poisoning in Gloucestershire

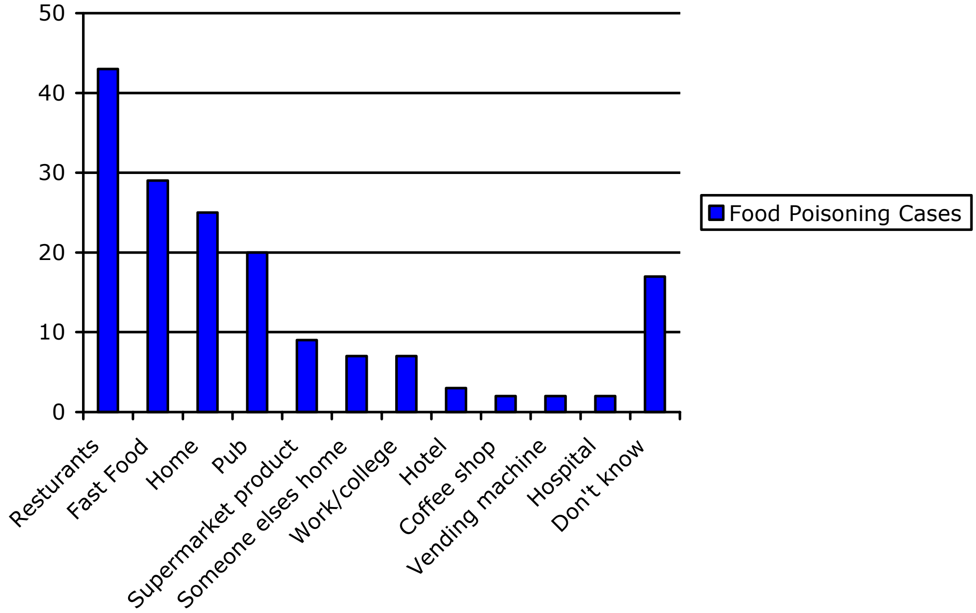
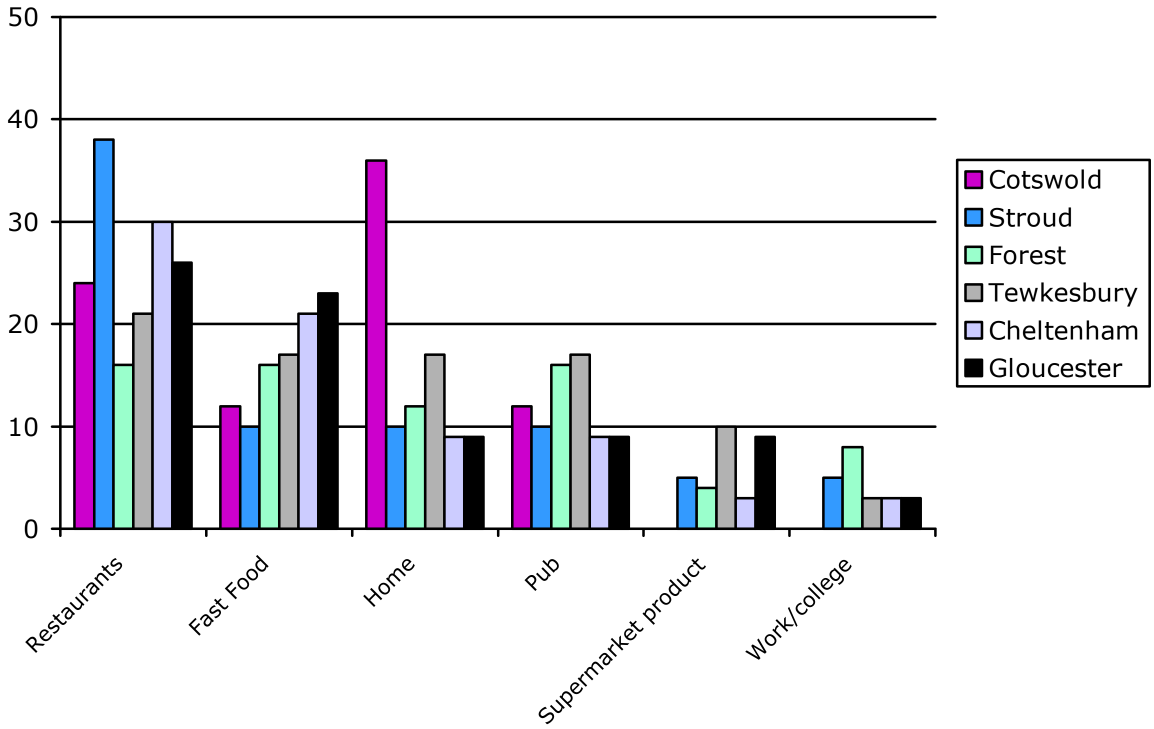


Figure D8: Histogram showing the perceived source of food poisoning across the districts in Gloucestershire

% Relative incidence



Stroud residents reported higher rates of food poisoning in restaurants and Cotswolds higher rates at home compared to other districts. Gloucester and Cheltenham reported higher rates in fast food outlets.

Nearly 65% (109) respondents who had food poisoning DID NOT **report it to their doctor**. Less than one third of respondents (32%) who had food poisoning did report it to their doctor.

Nearly two thirds (62%) did not think that one particular brand, make, food company or logo/symbol offered them more **confidence** than any other in terms of **food safety.** Birds Eye was most frequently mentioned, although this was likely to have been linked to a prominent advertising campaign being aired at the time of the survey. The Organic symbol and Marks and Spencer's was also frequently mentioned. Only one respondent mentioned the food standards agency.

Slightly more (64%) did not think that one particular brand, make, food company or logo/symbol offered them more **confidence** than any other in terms of **healthy eating.** The Organic was the most frequently mentioned (5%). Again only one respondent mentioned the food standards agency.

Overall Gloucestershire residents were very willing and interested in taking part of the survey, however some did find it a little long (we usually aim for 10 to 15 minutes), despite this over 900 respondents volunteered to go onto a database for future research.

Appendix 1

Copy of questionnaire used

At home 1
Outside the 2
The same/makes no 3
Don't know/ not 4

Q3 **Do you think, generally speaking, that it is <u>EASIER TO EAT MORE HEALTHILY</u> at home or outside of the home ? (Interviewer: Outside would mean at work, in a restaurant etc) Tick ONE only.**

At home 1
Outside the 2
The same/makes no 3
Don't know/not 4

Q4 **Shopping: Now we'd like to ask you about food shopping for your household. Can you please try and answer even if you do not do any of the food shopping yourself. Taking everything into account, <u>how easy is it</u> to get to shops that sell the type of food that enables you to eat a healthy and balanced diet ? Is it: (Tick ONE only)**

Extremely 1
Quite Easy 2
Neither easy nor 3
Quite difficult 4
Extremely 5
Don't know 6

Q5 **Where is the majority of the shopping for your household actually done ? Could you name UP TO 3 types of shops, markets or supermarkets please ? (Interviewer: We are talking about the most items purchased, not where they spend the most)**

Don't Know	01
Tesco	02
Tesco Metro	03
Tesco Express	04
Sainsburys	05
Somerfield	06
Waitrose	07
Marks and Spencer	08
Lidl	09
Aldi	10
Co-Op	11
Asda	12
Budgens	13
Spar	14
Londis	15
On-line or internet (including from supermarkets)	16
Farm shop	17
Village shop	18
Organic box scheme	19
Market/farmers market	20
Garage	21
Speciality shops eg. Deli, butchers	22
Other shop names or places, please enter:	1

Q6 **How many people is the food shopping for your household actually for ? Please class anyone age 16 or over as adults, how many adults are there ?**

Just myself	1
2	2
3	3
4	4
More than four, write in number:	

Q7 **And how many children under 16 ?**

1	1
2	2
3	3
4	4
5	5
None (Go to Q9)	6
More than five , write in number	

RESEARCH

Q8 **(Asked only if they have children at home in Q7 above)**
Approximately, how often, do you or another adult member of your household generally cook or bake with the children, if at all ? Read categories and tick ONE only.

Most days	1
More than once a week	2
More than once a month	3
More than four times a year	4
Less than four times a year	5
Never	6

Q9 **Approximately on average, how much is spent JUST on FOOD per week for your household ? (Spontaneous question, do not read out options, Tick ONE only.)**

Don't Know	1
£1-£20	2
£21-£40	3
£41-£60	4
£61-£80	5
£81-£100	6
£101-£150	7
£151-£200	8
Over £201, write in amount	

Q10 **Approximately what proportion of the weekly amount spent on food is spent on RAW and FRESH food such as fruit, vegetables, fresh meat and fresh fish ? (Spontaneous question, do not read out options, Tick ONE only.)**

Don't know	1
Do not buy these foods	2
Less than 10%	3
10%-24%	4
25%-39% (A quarter)	5
40%-54% (A half)	6
55%-69%	7
70%-84% (Three quarters)	8
85% or more	9

Q11 **Approximately <u>what proportion of the weekly amount</u> spent on food is spent on <u>pre-packed and pre-prepared food such as frozen pizza, ready meals, take-aways</u> ? (Spontaneous question, do not read out options, Tick ONE only).**

Don't know	☐	1
Do not buy these foods	☐	2
Less than 10%	☐	3
10%-24%	☐	4
25%-39% (A quarter)	☐	5
40%-54% (A half)	☐	6
55%-69%	☐	7
70%-84% (Three quarters)	☐	8
85% or more	☐	9

Q12 **In general, how would you describe your <u>level of concern</u> about the food which is sold in your area ? Are you: (Interviewer: read options and tick one only)**

Very concerned	☐	1
Quite concerned	☐	2
Neither	☐	3
Fairly unconcerned	☐	4
Very unconcerned	☐	5
No opinion	☐	6

Q13 **Thinking about the meals and snacks you eat during the day, how many <u>meals</u>, including breakfast, do <u>you yourself</u> usually eat per day ?**

1	☐	1
2	☐	2
3	☐	3
4	☐	4
5	☐	5
6 or more	☐	6

Q14 **And how many <u>snacks</u> usually ?**

1	☐	1
2	☐	2
3	☐	3
4	☐	4
5	☐	5
6 or more	☐	6
None	☐	7

Q15 **Approximately, how much time do you, or the person who does the majority of the cooking in your household, generally spend cooking every day ?**

Less than 1/2 hour .... ☐ 1
1/2 hour .... ☐ 2
45 mins .... ☐ 3
1 hour .... ☐ 4
1.5 hours .... ☐ 5
2 hours .... ☐ 6
2.5 hours .... ☐ 7
Other length of time, write in here ☐

Q16 **How often do you buy FOOD, not drinks, from vending machines, please include snack items ? (Spontaneous question, do not read out options, Tick ONE only, snacks include crisps etc).**

Never .... ☐ 1
More than once a day .... ☐ 2
Once a day .... ☐ 3
More than once a week .... ☐ 4
Once a week .... ☐ 5
1-3 times per month .... ☐ 6
Less than once a month .... ☐ 7

Q17 **Now a couple of questions about health and food safety. When, if ever, did you last have food poisoning as a result of food eaten in Gloucestershire ? Please exclude any instances where food was eaten abroad or outside the county.**

Can't Remember (Go to Q 20) .... ☐ 1
Never (Go to Q20) .... ☐ 2
WIthin the last month .... ☐ 3
Within last 6 months .... ☐ 4
6 months -1 year ago .... ☐ 5
1-2 years ago .... ☐ 6
3-5 years ago .... ☐ 7
6 or more years ago .... ☐ 8

Q18 **Where do you think you ate the food that caused the food poisoning ?**

At home .... ☐ 1
Someone else's home .... ☐ 2
Restaurant .... ☐ 3
Pub .... ☐ 4
Fast food .... ☐ 5
Take away .... ☐ 6
Work/college .... ☐ 7
Don't Know .... ☐ 8
Other place: please enter: ☐

Q19 **Did you report the food poisoning to your doctor ?**

Yes .... ☐ 1

No .... ☐ 2

Don't Know/Can't Remember .... ☐ 3

Q20 **We'd like to ask you a bit about the labels and brands you may look for when shopping. For example if it were washing powders, you might mention brands such as Persil, Surf or Fairy or perhaps look for a logo to indicate it has not been tested on animals. Off the top of your head, does any ONE particular brand, make, food company, logo or symbol offer you more confidence than <u>ALL OF THE OTHERS</u> when thinking about <u>FOOD SAFETY</u> ? Enter ONE only.**

☐

Q21 **And, does any <u>ONE</u> particular brand, make, food company, logo or symbol offer you more confidence than <u>ALL OF THE OTHERS</u> when thinking about <u>YOUR HEALTH & HEALTHY EATING</u> ? Enter ONE only.**

☐

Q22 **May I ask what the main wage earner in your household does for a living ? (Interviewer: code response please)**

A .... ☐ 1

B .... ☐ 2

C1 .... ☐ 3

C2 .... ☐ 4

D .... ☐ 5

E .... ☐ 6

Ref .... ☐ 7

Q23 **May I ask for an indication of your age group please ? Would you be:**

17-19 .... ☐ 1

20-25 .... ☐ 2

26-35 .... ☐ 3

36-49 .... ☐ 4

50-64 .... ☐ 5

65-74 .... ☐ 6

75-85 .... ☐ 7

86 or over .... ☐ 8

Ref .... ☐ 9

Q24 **(ONLY ask those who live in Gloucester and Cheltenham districts, ignore this question when interviewing in all other districts. Interviewer: adapt question as to whether interviewing in Cheltenham or Gloucester).**
To ensure that we cover all of Cheltenham/Gloucester fully, may we ask which road in Gloucester/Cheltenham you live in, we are not looking for the address just the street name please ?

☐

RESEARCH

Q25 **How would you describe your body shape, are you: Tick ONE only.**

- *Extremely underweight* 1
- *Moderately underweight* 2
- *Sligtly underweight* 3
- *About right* 4
- *Slightly overweight* 5
- *Moderately overweight* 6
- *Extremely overweight* 7
- *Ref* 8

Q26 **Would you describe yourself as White British or do you consider you belong to another ethnic group ? (If not White British, check which ethnic group they would fall under and code from list supplied to you)**

- *White British (Inc English,Scottish,Welsh)* 1
- *Refused* 2

Check ethnicity code against list supplied and enter code here

Q27 **Finally, as we will be undertaking other research on the same subject, may we contact you again within the next year ? Can we assure you that your details would only be used for the purpose stated. (If yes, interviewer check name and number and enter on coloured sheet)**

- *Yes* 1
- *No* 2

Interview ends. Thank respondent and please complete the following.

Q28 **Gender of respondent**

- *Male* 1
- *Female* 2

Q29 **District in which respondent lives (see sample sheet)**

- *Cotswold* 1
- *Stroud* 2
- *Forest of Dean* 3
- *Tewkesbury* 4
- *Cheltenham* 5
- *Gloucester* 6

Q30 **Place code of where respondent lives (see sample sheet)**

1

Interviewer: Please complete the following to confirm the interview has been completed in accordance with the MRS Code of Conduct.

Signature...		1
Name		1
Date		1
Initials & Interview number (to tally with sample sheet) ie. "JB 1"		1

Appendix 2

Geographical distribution of respondents

The Gloucestershire population distribution for this project was based on figures from the 2001 census.

Overall
Urban = 610 (48%)
Market towns & larger villages (population >3k) = 404 (32%)
Smaller villages & really rural = 251 (20%)

Cotswold 200

Cirencester 50 (I've rounded all the towns up)
Tetbury 15
Moreton-in-Marsh 10
Fairford - 10
Lechlade - 10
Chipping Campden 7
Bourton-on-the-water - 10
South Cerney – 8 – total water park area 15 (n.b. not Ashton Keynes)
Stow on the Wold 6
Northleach 4

Total = 50 (25%) Cirencester, 87 (43%) Market towns and 63 (32%) villages/ rural

Forest of Dean 200

Cinderford - 25
Coleford - 20
Lydney 20
Newant – 20
Tidenham – 15
Lydbrooke & Puardean 12
Littledean & Ruspidge 10
Mitcheldean & Dybrooke 10

Total 132 (66%) Market towns (40%) and larger villages and 68 (34%) really rural

Stroud 200
Stroud - 30
Dursley - 10
Wotton-under-Edge - 15
Cam - 20
Nailsworth -15
Chalford - 12
Berkley – 8
Painswick - 8
Minchinghampton - 8,
Hardewick - 8 (outskirts of Gloucester)

Total – 30 (15%) urban Stroud, 104 (52%) market towns & larger villages & 66 (33%) villages/rural

Tewkesbury 200
Tewkesbury - 45
Bishops Cleave - 30
Winchcombe 15
Churchdown about 20
Northway - 13, include Ashchurch (7) here combined 20
Cleeve Hill - 10 (merges with Bishops Cleeve)
Coombe Hill - 11
Highnam - 10

Total "urban" Tewkesbury & Churchdown 65 (33%), and 81 (40%) Market towns & larger villages and 54 (27%) villages/rural

Gloucester 200 (100% urban)
The sample was distributed around the whole city and respondents came from the following areas:

Adelaide Street x2
Alfred Street
Alma Place
Anbridge Road
Apden Street
Armscroft Crescent
Arncross Place
Barnwood Avenue x2
Barnwood Road x 4
Barrington Drive
Barton Street x 2
Beaufort Road
Beaumont Road
Bieby Road
Billingham Close x2
Birchmore Road
Bishops Street
Bowly Road x 2
Bristol Road
Brook Street
Butts Road
Bybrook Gardens
Carlton Road
Carmarine Field
Cathly Crescent
Central Road x 2
Chamwells Avenue
Charles Street
Cheltenham Road x 2
Chesterton Lane
Chevril Close
Church Road
Churchill Road
Clevedon Road
Coldray Close
Conduit Street
Coney Hill Road
Cotteswold Road
Cowley Road

Gloucester continued

Curlew Road
Darling Dale
Denmark Road
Denmark Street
Derby Road
Elmbridge Road x 6
Elmleaze x 2
Elmore Road
Escort Close x 4
Ferlo Road
Finlay Road
Fountain Square
Foxelms Road
Foxtail Close
Furlong Road
Gambiar Parry Gardens
Gladstone Road
Granville Street
Hamer Street
Hanman Road
Hartington Road x 2
Hatfield Road
Hatherley Road
Heathville Road x 2
Hempstead Lane x 2
Henry Road
Henry Street
Highfield Road
Howard Street
Hucclecote area
Hucklecote Road
India Road
Innsworth Lane
Inscastle Way
Jersey Road x 3
Jupiter Avenue
Kingsholme Road
Knapcroft Road
Landsdown Road x 3
Linden Road
London Road x 2
Longford Lane x 3
Lonsdale Road
Lower Quay Street
Lysons Avenue
Macefield Avenue
Malvern Road
Marlborough Road
Montfort Road
Mount Pelli
Nene Close
New Street
Newark Road
Newton Avenue
Nicolson Close
Nupend Lane

Gloucester continued

Oakbank
Oxstalls Drive x 2
Painswick Road
Park Road x 2
Parliament Street
Plack Court
Podsmead Road
Redwood Close
Reservoir Road
Riversley Road x 2
Robin Hood Street
Robinson Road x 3
Robinswood Hill
Rosebury Avenue x 3
Rustic Close
Sandhurst Road x 3
Sandyleaze
Sebert Street
Serlo Road
Shakespeare Avenue
Shelley Avenue
Slimbridge Road
Southend Road
Southgate Street
St Barnabus Close
St Catherine Street
St Lawrence Street
St Marys Street
St Michaels Square x 2
Stroud Road
Sybil Road
Teddington Gardens
Tennison Avenue
The Lampreys
The Oval x 3
Timmis Close
Town Centre (Refused more detail)
Tuffley Avenue
Union Road
Vauxhall Road
Victoria Street
Weedstone Road
Welland Road
Wellington Street
Wellsprings Road
Westfield Avenue
Westgate Street x 4
Whitstone Road
Windamere Road
Woodruff Close
Woodruff Close
Worcester Street
8 respondents refused

Cheltenham 200 (100% urban)
The sample was distributed around the whole city and respondents came from the following areas:

Albemarle Gate
Albert Road
Alston Lane
Alstone Lane
Arle Road x 2
Ashford Road
Ashley Road
Back Lane
Badgeworth Lane
Barbridge Road
Bassord Lane
Bath Road
Battledown Approach
Battledown Drive
Beaumont Drive
Beaumont Road
Beeches Road
Broad Oak Way x 2
Byron Road
Carter Road
Chapman Way
Charlton Park Drive
Cheltenham Park
Chestnut Place
Clarence Square
Clevelands Avenue
Clyde Crescent
Coltham Road
Columbia Street
Commercial Street
Coniston Road
Corper Road
Courtenay Street
Cromwell Road
Devon Avenue
Drakes Place
Dukes Street
Edendale Road
Edward Street
Elderado Road
Farmfield Road
Finstock Close x 2
Francis Street
Furnleigh Crescent
Glensanda Court
Gloucester Road
Gordon Road
Granley Road
Granville Street
Grattan Road x 2

Graveney Court
Griffiths Avenue
Hales Road

Cheltenham continued

Harthursfield Road
Hatersfield Park
Hatherley Road x 2
Hawksford Road
Haywards Road
Haywoods Road
Heatherley Road
Hester Road
Hesters Way Lane
Hewlett Road
Hillcourt Road
Hollis Gardens x 2
Hudson Street
Humber Road
Ismay Road
Katesbridge Road
Kenelm Gardens
Kenerton Road
Kensington Avenue
King William Road
Kingfisher Drive
Lansdowne Road
Laynton Terrace
Lindon Avenue
London Road x 4
Lowswater Close
Lynworth Place
Malvern Road
Mandarin Way
Mandines Way
Mead Close
Mead Road
Meadow Way
Mendip Close
Miserden
Montgomery Road
Moorend Park Road
Moorend Terrace
Morend Grove
Murvagh Close
Naunton Lane
Naunton Parade
Netherwood Gardens
New Barn Lane
Norton Lane x 2
Nourse Close
Oak Manor Drive
Oakland Avenue
Obrian Road
Old Bath Road
Old Gloucester Road
Orchard Road

Overbrook Drive
Overbury Street
Oxford Way

Cheltenham continued

Park Place x 2
Parstney Road
Pennington Court
Peter Pellell Close
Pilley Lane
Pitville Circus
Pitville Lawn x 2
Portland Square
Princes Street
Priors Road x 2
Queens Road
Radnor Road
Red Grove
Redgrove Park
Riverview Way
Robinia Close
Rochester Close
Roman Road
Rosehill Street x 3
Rowanfield Road
Rowena Cade Avenue
Rushworth Close
Sailsbury Avenue
Sanford Mill Road
Selkirk Street
Severn Road
Shakespeare Road
Somerset Avenue
Southcourt Drive
Southwood Lane
St Georges Road
St Nicholas Drive
St Pauls Street South
St Stephens Road
St Stephens Road
Stanway Road
Stanwick Gardens
Surrey Avenue
Swindon Lane
Sydenham Road North
Sydenham Road South
Sydenham Villas
Thames Road
The Park
The Reddings
Tittleville Circus
Tom Price Close
Upper Bath Street
Upper Norwood Street
Upper Park Street
Viburnham Close
Wadhurst Close
Warden Hill Road

Wards Road
Warren Hill Road
Welch Road
Cheltenham continued

Welland Lodge
Welland Lodge Road x 2
Wellington Square
Wessex Drive
Westbury Road x 2
Western Road
Whaddon Road
Winchester Way
Winstonia Road
Wordsworth Avenue
9 refused

Appendix 3

Table showing analysis of database synthesis

Question number	# used	# ignored	Mode	Mode Frequency	Mode %
Q1a	1200	0	2	632	52.67
Q1b	1200	0	2	624	52.00
Q1c	1200	0	2	699	58.25
Q1d	1200	0	2	706	58.83
Q2	1200	0	1	981	81.75
Q3	1200	0	1	966	80.50
Q4	1200	0	2	588	49.00
Q5:1	1200	0	0	1195	99.58
Q5:2	1200	0	1	686	57.17
Q5:3	1200	0	0	1191	99.25
Q5:4	1200	0	0	1191	99.25
Q5:5	1200	0	0	936	78.00
Q5:6	1200	0	0	1087	90.58
Q5:7	1200	0	0	977	81.42
Q5:8	1200	0	0	1115	92.92
Q5:9	1200	0	0	1153	96.08
Q5:10	1200	0	0	1188	99.00
Q5:11	1200	0	0	930	77.50
Q5:12	1200	0	0	1052	87.67
Q5:13	1200	0	0	1170	97.50
Q5:14	1200	0	0	1194	99.50
Q5:15	1200	0	0	1186	98.83
Q5:16	1200	0	0	1192	99.33
Q5:17	1200	0	0	1137	94.75
Q5:18	1200	0	0	1127	93.92
Q5:19	1200	0	0	1184	98.67
Q5:20	1200	0	0	1094	91.17
Q5:21	1200	0	0	1194	99.50
Q5:22	1200	0	0	1044	87.00
Q5:23	1200	0	0	1173	97.75
Q5:24	1200	0	0	1080	90.00
Q5:25	1200	0	0	1188	99.00
Q5:26	1200	0	0	1158	96.50
Q5:27	1200	0	0	1195	99.58
Q5:28	1200	0	0	1194	99.50
Q5:29	1200	0	0	1173	97.75
Q5:30	1200	0	0	1199	99.92
Q5:31	1200	0	0	1152	96.00
Q5:32	1200	0	0	1196	99.67
Q5:33	1200	0	0	1199	99.92
Q5:34	1200	0	0	1199	99.92
Q5:35	1200	0	0	1196	99.67
Q5:36	1200	0	0	1194	99.50
Q5:37	1200	0	0	1191	99.25
Q5:38	1200	0	0	1194	99.50

Question number	# used	# ignored	Mode	Mode Frequency	Mode %
Q5:39	1200	0	0	1197	99.75
Q5:40	1200	0	0	1199	99.92
Q5:41	1200	0	0	1194	99.50
Q5:42	1200	0	0	1198	99.83
Q5:43	1200	0	0	1199	99.92
Q5:44	1200	0	0	1198	99.83
Q5:45	1200	0	0	1200	100.00
Q5:46	1200	0	0	1200	100.00
Q5:47	1200	0	0	1200	100.00
Q5:48	1200	0	0	1200	100.00
Q5:49	1200	0	0	1200	100.00
Q5:50	1200	0	0	1200	100.00
Q5:51	1200	0	0	1200	100.00
Q5:52	1200	0	0	1200	100.00
Q5:53	1200	0	0	1200	100.00
Q5:54	1200	0	0	1200	100.00
Q5:55	1200	0	0	1200	100.00
Q5:56	1200	0	0	1200	100.00
Q5:57	1200	0	0	1200	100.00
Q5:58	1200	0	0	1200	100.00
Q5:59	1200	0	0	1200	100.00
Q5:60	1200	0	0	1200	100.00
Q5:61	1200	0	0	1200	100.00
Q6	1200	0	2	567	47.25
Q7	1200	0	6	937	78.08
Q8	263	937	2	86	32.70
Q9	1200	0	4	312	26.00
Q10	1200	0	6	366	30.50
Q11	1200	0	3	492	41.00
Q12	1200	0	2	362	30.17
Q13	1200	0	3	859	71.58
Q14	1200	0	1	443	36.92
Q15	1200	0	4	432	36.00
Q16	1200	0	1	1018	84.83
Q17	1200	0	2	983	81.92
Q18	168	1032	3	43	25.60
Q19	168	1032	2	109	64.88
Q20	1200	0	1	731	60.92
Q21	1200	0	1	778	64.83
Q22	1200	0	3	404	33.67
Q23	1200	0	5	333	27.75
Q25	1200	0	4	568	47.33
Q26	1200	0	1	1149	95.75
Q27	1200	0	1	909	75.75
Q28	1200	0	2	854	71.17
Q29	1200	0	1	200	16.67
Q30	1200	0	1	200	16.67