



Food Provenance

SixthSense™

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Introduction and Scope

Within the food market “provenance” has come under scrutiny as consumer demand for locally, regionally and nationally produced food has grown. During the recession the issue of food miles is less under the spotlight than the opportunity to support local and national economies.

The UK’s major food retailers have all developed policies to maximise domestic sourcing of food in response to perceived customer demand, although there are also likely to be some cost benefits involved. However, awareness levels among consumers about the origin of their purchases vary and there is considerable scope for further education.

Report coverage

For this report, YouGov SixthSense commissioned a survey among its online panel, drawing on a nationally representative sample of 2,110 UK adults aged 16+. The following topics are covered in the report:

- Self-perceptions of weight
- Attitudes towards diet
- Concerns about food content
- Fruit and vegetable eating habits
- Influences on food choices
- Cooking and food preparation responsibilities
- Cooking habits
- Responsibility for household food shopping
- Destination for main and secondary food shopping
- Factors affecting food purchasing decisions
- Understanding of food-related terminology
- Influence of food labels or terms
- Interpretation of where locally produced or locally sourced food is grown or produced
- Attitudes towards locally produced food
- Influence and importance of food provenance
- Importance, awareness of and attitudes towards the source of red meat, poultry, fish and shellfish, by region
- Importance, awareness of and attitudes towards the source of vegetables, potatoes and fruit, by region
- Importance, awareness of and attitudes towards the source of milk, dairy produce and eggs, by region
- Importance and awareness of the source of bakery, jams and preserves, bottled water and rapeseed oil by region
- Regional associations with food categories
- Perceived effectiveness of regions in promoting local produce
- Retail distribution of foods
- Attitudes towards supermarkets and locally produced foods
- Attitudes towards farmers’ markets and farm shops
- Preferred destination for shopping for food from different geographic origin
- Factors affecting eating out decisions
- Influence and importance of food provenance when eating out

- Reasons for buying more locally sourced foods.

Methodology

A full list of questions that were asked in the YouGov SixthSense survey is provided in the Appendix. Cross-tabulated results to these questions are available for subscribers to this report – please contact us on 020 7012 6063 if you would like detailed tables.

Report Summary

Health and diet

- Healthy eating continues to be a major driver in the food market
- The majority of UK adults believe that they are at least slightly overweight.
- Most try to eat a balanced diet with women, ABC1s and older people being more proactive in managing their food intake.

Food choices

- The major influences on food choices are friends and family.
- Women take the lead in food preparation within households, although tasks are more evenly split among younger adults.
- Women also take on more food shopping responsibilities.

Multiples lead

- Tesco is the leading primary destination for food shopping with ASDA and Sainsbury's some way behind.
- The three majors also account for the top positions in secondary shopping, but alternative outlets also play a large role, including market stalls and farmers' markets.

Price takes precedence

- Price is the major factor affecting food buying decisions.
- In terms of non-price issues, healthy eating is most significant.
- Geographical origin of food takes fifth place.