



## CONSUMER SURVEY OF FOOD SAFETY AND ATTITUDES TO RISK

### READ OUT

We are asking a cross section of Scottish people for their opinions on food safety and risk. Would you mind answering the following questions. They will take approximately 20 minutes.

Please be assured that your answers will not be given to anyone else, they will be treated with the utmost confidentiality and shall remain anonymous.

This survey forms part of a project by the European Union.

#### 1. DO NOT ASK RESPONDENT. INTERVIEWER TO COMPLETE

Where do you live ?

Nearest town: .....

County: .....

#### 2. How would you describe the area you live in ?

☐ (1) rural area

☐ (2) urban area

We now want to ask you some general questions about risks to your health. The next two questions ask how likely you think it is, and how worried you are, that you will suffer ill health from a list of possible causes. **Stress the difference between how worried and how likely before you start question 3.**

#### SHOW CARD 1

**3.** There are health risks involved in most human activities. How **LIKELY** do you think it is that **YOU** will suffer ill health (an illness, disease or accident) from the following causes ?

**Indicate respondents level of agreement by ticking one box per line**

	highly unlikely (1)	(2)	somewhat likely (3)	(4)	highly likely (5)
a) Sunbathing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Fire	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Global warming/greenhouse effect	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Chemical additives in food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Bacteria infected food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Radioactive radon gas in my home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Pollution from industry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Traffic accident	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) Radiation from nuclear power plant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j) Radioactive contamination in food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k) The hole in the ozone layer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l) Smoking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m) Alcohol	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n) Too little exercise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
o) Bad food habits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

#### SHOW CARD 2

**4.** How **WORRIED** are you that **YOU** will suffer ill health from the following ?

**Indicate respondents level of agreement by ticking one box per line**

	not at all worried (1)	(2)	somewhat worried (3)	(4)	very worried (5)
a) Sunbathing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Fire	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Global warming/greenhouse effect	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Chemical additives in food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Bacteria infected food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Radioactive radon gas in my home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Pollution from industry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Traffic accident	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) Radiation from nuclear power plant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j) Radioactive contamination in food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k) The hole in the ozone layer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l) Smoking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m) Alcohol	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n) Too little exercise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
o) Bad food habits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**SHOW CARD 3**

<b>5. Do you agree with the following statements ? Indicate respondents level of agreement by circling one number per line</b>	Fully disagree				Fully agree
a) Even with the Chernobyl accident in mind, I believe that the benefits to mankind from nuclear energy are greater than the disadvantages	1	2	3	4	5
b) I would be willing to let my family and I eat food that contains genetically engineered animal and plant products	1	2	3	4	5
c) The food industry is more concerned about their profits than food safety	1	2	3	4	5
d) I would be willing to let my family and I eat food that has been treated against radioactive contamination	1	2	3	4	5
e) The authorities spend too much money on information about food safety	1	2	3	4	5
f) I would be willing to accept a tax increase next year, if I knew the money would be spent on a programme that would impose stricter food safety regulations on the food processing industry	1	2	3	4	5
g) Food that is produced in Britain is safer to eat than imported food	1	2	3	4	5

We now want to ask you some questions about food safety. The next two questions ask how likely you think it is, and how worried you are, that you will suffer ill health from a list of food safety issues. **Stress the difference between how worried and how likely before you start question 6.**

#### SHOW CARD 1

**6.** How **LIKELY** do you think it is that **YOU** will suffer ill health related to the following food safety issues ? Assume your current food consumption pattern.  
**Indicate respondents level of agreement by ticking one box per line**

	highly unlikely (1)	(2)	somewhat likely (3)	(4)	highly likely (5)
a) Pesticide residues in fresh foods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Infectious bacteria (like salmonella)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Irradiation of food (to kill bacteria)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Chemical additives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Radioactive contamination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Use of growth hormones	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Genetic engineering	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) BSE (mad cow disease)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

#### SHOW CARD 2

**7.** How **WORRIED** are you about suffering ill health from the following food related issues ? Again assume your current food consumption.  
**Indicate respondents level of agreement by ticking one box per line**

	not at all worried (1)	(2)	somewhat worried (3)	(4)	very worried (5)
a) Pesticide residues in fresh foods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Infectious bacteria (like salmonella)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Irradiation of food (to kill bacteria)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Chemical additives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Radioactive contamination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Use of growth hormones	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Genetic engineering	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) BSE (mad cow disease)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**8.** Have you, or any member of your close family, ever experienced an acute food related disease (like food poisoning) ?

☐ (0) no

☐ (1) yes → if 'yes', did you (or they) have to go to hospital or need medical treatment by a doctor ?

☐ (0) no

☐ (1) yes

#### SHOW CARD 4

9. Using your intuitive judgement, how would you compare your household's consumed quantities of the different foods below to the quantities of an 'average' household ?

**Indicate respondents level of agreement by ticking one box per line**

	much below average (1)	(2)	average (3)	(4)	much above average (5)
Lamb	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Beef	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Milk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wild berries (e.g. bilberries)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wild mushrooms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Honey	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Venison	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

#### SHOW CARD 5

10. During the last 12 months, how often have you..... <b>Indicate respondents level of agreement by circling one number per line</b>	Never				Very often
a) Asked, for food safety reasons, about the origin (country of production) of meat in a store or a restaurant ?	1	2	3	4	5
b) Avoided buying lamb due to fear of radioactivity in the meat ?	1	2	3	4	5
c) Avoided buying lamb due to fear of scrapie ?	1	2	3	4	5
d) Bought organically produced milk ?	1	2	3	4	5
e) Avoided buying poultry or eggs because of fear of salmonella ?	1	2	3	4	5
f) Bought bottled water rather than used tap water due to uncertainty about tap water quality ?	1	2	3	4	5
g) Avoided buying/eating beef because of BSE (mad cow disease) ?	1	2	3	4	5

11. Are you...

vegetarian

☐ (0) no

☐ (1) yes

vegan

☐ (0) no

☐ (1) yes

**12. Do you usually buy organic produce when it is available ?**

- ☐ (0) no  
☐ (1) yes

### READ OUT

*You may remember the accident at the nuclear plant in Chernobyl in the Ukraine in 1986. This accident caused radioactive fallout in certain areas of Britain. Some types of food produced in these areas had increased levels of radioactivity. Government authorities monitored the radioactive content in all foods. ALL food allowed to be sold in the stores was guaranteed to have a radioactive content below the Government limit.*

### SHOW CARD 1

**13. In the long term (say 30 years), how likely do you think it is that you will get a **serious disease** as a result of consuming the different types of food that were affected by the Chernobyl fallout (foods like lamb, venison, dairy products and honey)?**

**Indicate respondents level of agreement by ticking one box per line**

- |                           |                          |                           |                          |                          |
|---------------------------|--------------------------|---------------------------|--------------------------|--------------------------|
| highly<br>unlikely<br>(1) | (2)                      | somewhat<br>likely<br>(3) | (4)                      | highly<br>likely<br>(5)  |
| <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> |

### SHOW CARD 6

**14. It is more than 10 years since the Chernobyl accident: how safe or unsafe do you think it is NOW for an average person to eat the foods listed below ?**

**Indicate respondents level of agreement by ticking one box per line**

- |                                |                          |                          |                                   |                          |                          |
|--------------------------------|--------------------------|--------------------------|-----------------------------------|--------------------------|--------------------------|
|                                | very<br>unsafe<br>(1)    | unsafe<br>(2)            | neither safe<br>nor unsafe<br>(3) | safe<br>(4)              | very<br>safe<br>(5)      |
| Lamb                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>          | <input type="checkbox"/> | <input type="checkbox"/> |
| Beef                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>          | <input type="checkbox"/> | <input type="checkbox"/> |
| Milk                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>          | <input type="checkbox"/> | <input type="checkbox"/> |
| Wild berries (e.g. bilberries) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>          | <input type="checkbox"/> | <input type="checkbox"/> |
| Wild mushrooms                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>          | <input type="checkbox"/> | <input type="checkbox"/> |
| Honey                          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>          | <input type="checkbox"/> | <input type="checkbox"/> |
| Venison                        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>          | <input type="checkbox"/> | <input type="checkbox"/> |

**SHOW CARD 7**

**15.** Has your knowledge about the Chernobyl accident affected your consumption of the different foods? Please indicate how your **CURRENT** consumption of the affected food types compares to what you believe your consumption would have been without the Chernobyl accident.

**Indicate respondents level of agreement by ticking one box per line**

	strongly reduced consumption (1)	reduced consumption (2)	no change in consumption (3)	increased consumption (4)	strongly increased consumption (5)
Lamb	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Beef	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Milk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wild berries (e.g. bilberries)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wild mushrooms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Honey	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Venison	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Respondents should answer the next question only if you were born in 1966 or earlier (that means that they were 20 years or older in 1986)**

**16a.** Were you born during or before 1966 ?

yes **GO TO Q16b**

no **GO TO Q17**

**SHOW CARD 7**

**16b.** In the months following the Chernobyl accident in 1986, did knowledge about the accident and it's effects cause you to make changes in your (or your family's) consumption of the foods listed below ?

**Indicate respondents level of agreement by ticking one box per line**

	strongly reduced consumption (1)	reduced consumption (2)	no change in consumption (3)	increased consumption (4)	strongly increased consumption (5)
Lamb	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Beef	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Milk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wild berries (e.g. bilberries)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wild mushrooms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Honey	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Venison	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## READ OUT

*After the Chernobyl accident, information and advice about food safety was given by different sources. In order to make people feel safe in such situations, it is important that the information reaches the people and that it is well understood. Your answer to the questions below will help improve the information in case of a similar situation.*

### SHOW CARD 8

**17. How much do you trust the following information sources for their food safety information ?**

**Indicate respondents level of trust by ticking one box per line**

	no trust (1)	little trust (2)	indifferent (3)	some trust (4)	high trust (5)
The Government	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The health authorities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Experts (researchers, scientists)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The food industry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newspaper journalists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Radio/television journalists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Politicians	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### SHOW CARD 9

**18. If an accident similar to the one at Chernobyl happened again, how would you prefer to hear or learn about the food safety issues resulting from the accident ?**

**Indicate respondents level of preference by ticking one box per line**

	not preferred (1)	(2)	indifferent (3)	(4)	highly preferred (5)
TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newspapers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Magazines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mail from authorities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community meetings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Labels on food packaging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



**SHOW CARD 3**

<b>19.</b> Below are listed statements related to the Chernobyl accident. What is your level of agreement with these statements ? <b>Indicate respondents level of agreement by circling one number per line</b>	Fully disagree				Fully agree
a) The health risk associated with radioactivity in food is considerably exaggerated	1	2	3	4	5
b) Information about radioactivity in food is hard to understand for ordinary people	1	2	3	4	5
c) Preventative measures against radioactivity in food do not make the food as safe for consumption as the experts claim	1	2	3	4	5
d) The authorities should withhold information about areas that are severely affected by radioactivity, in order to avoid scaring the population	1	2	3	4	5
e) The consumers in Great Britain were given too little information about how to act after the Chernobyl accident	1	2	3	4	5
f) All food in the stores should be labelled, stating clearly whether the product has been affected by radioactivity or not	1	2	3	4	5

## READ OUT

*Some parts of the country received more radioactive fallout than others after the Chernobyl accident. One result of this was that food produced in these areas had an increased level of radioactivity. In some cases this could result in the food having a radioactive content above the government safety limit. Preventative measures then need to be applied to reduce the radioactive content below the safety limit before the food could be sold for human consumption. Such measures could include the farmer buying in 'clean' feed instead of using his own radioactively contaminated grass and silage.*

*Imagine that another accident similar to the one at Chernobyl takes place and that preventative measures need to be taken to ensure that certain foods have a radioactive content below the government limit. Imagine that some of the milk and meat sold in the stores is from areas that have been affected by the radioactive fallout, while the rest is from areas unaffected by fallout.*

*I would first like to ask you some questions about milk.*

**20a.** Do you ever buy fresh milk ?

yes **GO TO Q20b**

no **GO TO Q21**

### SHOW CARD 10

**20b.** Assume that you can choose between two different types of fresh milk, each labelled with information about their radioactive content. Which of these products would you prefer to buy ?

**tick one box**

☐ Brand W: milk from areas **AFFECTED** by fallout; if necessary kept below the government radioactivity limit by using preventative measures. **GO TO Q 21**

☐ Brand X: milk from areas **NOT AFFECTED** by radioactive fallout. **GO TO Q 21**

☐ I am indifferent between which of the two products to buy. **GO TO Q 22**

**21.** Imagine that the brand of milk is £0.40 per pint. If £0.40 is the price per pint of your **LEAST** preferred milk, how much *extra* would you be willing to pay for your **MOST** preferred milk ?

£ ..... extra (in addition to the £0.40) is my maximum willingness to pay per pint.

*I would now like to ask you similar questions about lamb.*

**22a.** Do you ever buy lamb ?

yes **GO TO Q22b**

no **GO TO Q23**

**SHOW CARD 11**

**22b.** Assume that you can choose between two different types of lamb, each labelled with information about their radioactive content. Which of these products would you prefer to buy ?

**tick one box**

☐ Brand Y: lamb from areas **AFFECTED** by fallout; if necessary kept below the government radioactivity limit by using preventative measures. **GO TO Q 23**

☐ Brand Z: lamb from areas **NOT AFFECTED** by radioactive fallout. **GO TO Q 23**

☐ I am indifferent between which of the two products to buy. **GO TO Q 24**

**23.** Imagine that the brand of lamb that you preferred the least was the cheapest, and that the product you preferred the most was the most expensive.

The average current price of lamb is £2.50 per pound. If £2.50 is the price per pound of your **LEAST** preferred lamb, how much *extra* would you be willing to pay for your **MOST** preferred lamb ?

£ ..... extra (in addition to the £2.50) is my maximum willingness to pay per pound.

## READ OUT

*Finally, to help us analyse the results of the survey we would now like to get some brief details about you and your household. Like all the information collected in this survey, this is completely confidential and will not be passed to any third party.*

### 24. Gender

- ☐ (1) male  
☐ (2) female

### SHOW CARD 12

### 25. Can you tell me which of the age bands on this card applies to you ?

- ☐ Less than 20  
☐ 20 - 29  
☐ 30 - 39  
☐ 40 - 49  
☐ 50 - 59  
☐ 60 - 69  
☐ 70 - 79  
☐ over 80

### 26. What is your marital status ?

- ☐ (1) single  
☐ (2) married/live in  
☐ (3) widow/widower  
☐ (4) divorced/separated

### 27. What is the total number of people (adults and children) living in your household ?

**(fill in number of persons):** .....

### 28. Do you have children 20 years or younger living in your household ?

- ☐ (0) no  
☐ (1) yes → if 'yes', — how many children 0 - 6 years: .....  
— how many children 7 - 20 years: .....

**29a.** Which of the following did you last attend ?

- ☐ (1) secondary school
- ☐ (2) vocational college
- ☐ (3) university
- ☐ (5) other → if other education, which kind: .....

**29b.** Did/does your education focus on a natural science (Biology, Geography, Geology, Environmental Science etc.) ?

**Tick one box**

- ☐ (0) yes
- ☐ (1) no

### SHOW CARD 13

**30.** Looking at this card, could you please tell me which band best reflects your household's total income before tax ?

Band A	Less than £5000	
Band B	£5000 - 14999	
Band C	£15000 - 24999	
Band D	£25000 - 34999	
Band E	£35000 - 44999	Band .....
Band F	£45000 - 54999	
Band G	£55000 - 64999	
Band H	£65000 - 74999	
Band I	£75000 and over	
Band J	Undisclosed	

**31.** What is or was your MAIN sector of work

**Tick one alternative**

- ☐ (1) Primary production (agriculture, forestry, fishery etc.)
- ☐ (2) Manufacturing/industry (wood and food processing, metal industry, construction etc.)
- ☐ (3) Public service (public administration, teaching/lecturing, health etc.)
- ☐ (4) Private service (banks, transportation, catering, sales etc.)
- ☐ (8) I have never had paid employment (housewife, on benefit, in education etc.)