FRIDGE SURVEY - EXECUTIVE SUMMARY   
  
*A team of ‘Junior Digital Producers’ at KWMC created a survey designed to gather data in response to the overall research question for the project “Who Decides What’s in my Fridge.”*

*The following summary was drawn up by a member of staff at KWMC who managed the design and delivery of the survey in Knowle West.*

The survey question was:

**What factors influence your food habits in ways you would like to change?**

We decided to make it a multiple choice survey, so we could gather quantitative data that could easily be represented in data visualisations. Our plan was to make the information easy to understand and accessible to the community, and data visualisations are a proven way of combining visual information with numerical information to make it very quick and simple to digest.

We made a list of all the barriers we could think of, and we tested these out on the public a few times and got feedback to ensure that the barriers we presented were appropriate and that our explanations made sense.

We provided the participants with a list of factors, with a short statement giving a brief explanation to make the question easier to understand.

*For each factor, participants selected, one of the four statements below that best represents how they felt that factor affected them.*

**A** – I don’t know/This isn’t relevant to me

**B** – Yes; I’m happy with this the way it is

**C** – No; I’d like to see this changed

**D** – No; I’d urgently like to see this changed

Answers A and B both carried a weight of 0 points, C carried a weight of 1 point, and D 2 points. This means we were able to place the barriers in order of priority, with higher priorities scoring 2 points meaning those results were pushed higher up the list of priorities.

The barriers when placed in order or priority are as follows:

1. Environmental impact
2. Availability
3. Marketing
4. Location
5. Transport
6. Ethical
7. Affordability
8. Nutrition
9. Time
10. Cooking skills

**Breakdown of participants:**  
Total number of survey participants: 112  
  
**Age:**

Over 60s: 35  
Ages 50-59 – 21  
Ages 40-49: 15  
Ages 30-39: 16  
Under 30s: 25

**Where do they live?**Residents of BS4: 69  
Residents of other areas in South Bristol: 43

**Who do they live with?**

Live alone: 20  
Live with family: 83  
Live with friends: 8

**Disabled?**  
Consider themselves to have disabilities: 27  
No disabilities: 74

**Do they have specialist dietary needs?**Specialist Dietary requirements (vegetarian, diabetic): 30  
No dietary requirements: 82

We decided to filter our results based on the above criteria because these areas were all identified in the scoping study as groups at most risk of food poverty, eg young people living alone, single partents or low income families, elderly and disabled people. (insert facts here from scoping study to back up this)  
  
We also included specialist dietary requirements as we felt it was important to record any additional factors that would prevent a participant from accessing the food they needed.

**Environmental Impact**  
*The way food is produced can have a negative impact on the environment. Do you have enough information about this to make informed choices when buying food?*   
  
One of the most surprising outcomes of the data gathered was that the highest priority for change across the board was Environmental Impact.  
  
Overall 66% of people saying they would like to see this changed.

20% of people said they wanted this changing urgently  
46% said they would like to see it changed  
25% of people who said they were happy with things the way they were, 9% said it wasn’t relevant to them.   
  
The only demographics who do not rate Environmental as the top factor they would like to see change in are; Ages 30-39, Residents of BS4, and People who consider themselves to have Disabilities. In each case, Availability takes the top spot.  
  
However participants from BS4 were 62% in favour of change, only 4% below the overall figure.

We feel that the high scoring of the Environmental barrier could be due to our question, so further research would be required to determine the depth of feeling people have about this issue i.e: do people wish to learn more in order to change their behaviour with a view to lessening consumer impact on the environment because they care about the environmental impact of their consumerism? Or did they feel they just wanted to know more information before making a decision?

**Availability**  
*Are you happy with the range of products that your local shops currently sell?*

Availability overall was the next biggest priority for people.  
47% overall wanted this changed

17% said this priority urgently needed changing  
30% wanted change   
48% saying they were happy with it the way it was.   
4% saying it wasn’t relevant to them.   
  
People living in BS4   
61% said they wanted change,  
24% said this was an urgent priority,   
36% a priority for change, but not urgent  
39% who were either happy with things as they are, or said it wasn’t relevant to them.   
  
Our data showed that disabled people were worst affected by availability.   
52% of disabled people said that availability was something they wanted changed,   
26% saying this was an urgent priority.   
Therefore 26% of disabled people wanted change as opposed to 16% of overall participants – which is a dramatic 10% increase.

Of the 112 people we surveyed, 35 were over 60. We thought that this age would have said that issues with availability, location or transport more than some of the other demographics, but our data did not demonstrate this. However anecdotally we were told by individuals who were over the age of 60, that these barriers were not a problem for them personally because their family did their shopping on their behalf. The number of these anecdotal accounts were not recorded, but this could account for lower numbers than expected with the senior demographic in these criteria.

**Cooking Skills**

*Do you feel like you’ve got the skills you need to cook the majority of your meals from scratch?*  
Cooking skills was very low down on the list, coming last place in the order of priorities, which may come as a surprise to some of our participants, who felt that one of the reasons for ill-health and poor diets in the area was due to lack of cooking ability. Overall, only 18% of people wanted change in their cooking skills, against 87% who didn’t want change.   
  
3% said this was an urgent priority for change  
15% said it was a priority but not urgent  
70% said they were happy with their cooking skills,  
3% said it was not relevant to them.   
  
In BS4 postcodes   
80% who didn’t want change in their cooking skills.   
  
Under 30’s   
64% of didn’t want change in their cooking skills against 32% who did.   
We expected young people to say that their cooking skills needed improvement. Even though our data indicated that’s their total for wanting change is 12% higher than the average, the data still does not confirm our hypothesis as significantly as we thought it would.

**Marketing**

**(Advertising, Branding, and Product Placement)***Companies spend millions of pounds on marketing each year to persuade consumers to buy unhealthy goods. However, when asked, most people will say, that marketing doesn’t affect their food choices. Are you happy with the extent to which marketing affects you? Please select the one of the four statements that best represents how you feel about this issue.*

42% of people who wanted change, vs 57% of people who didn’t want change.   
  
15% urgently want change  
27% want change but not urgently  
36% said they were happy with it the way it was  
20% said it wasn’t relevant to them.   
  
This is a tricky one to gauge accurately because our assumption was that people would not be aware of their own manipulation by marketing, but the way in which we phrased our question could have been responsible for leading participants.

**Affordability**  
*Can you afford to eat nutritious food regularly?*

Affordability was surprisingly low down on the list.  
37% want change vs 63% who didn’t want change

14% said this was an urgent priority for them  
22% want change but not urgently  
55% said they were happy with things as they are.   
9% said this wasn’t relevant to them.   
  
In BS4   
40% want change vs 60 % who didn’t.   
We were expecting this number to be higher, considering the income and unemployment statistics for the area. (please insert stats here if required)  
  
People aged under 30  
48% wanted change in affordability, against 37% overall.

This 9 % increase above the average, confirmed our hypothesis that young people were the worst affected by high food prices, or needed more help in budgeting their money to afford healthy foods.

**TRANSPORT***Is transport to the shops good enough for you?*   
  
Overall 67% of people didn’t want change, against 33% of people who did.   
12% of people wanted this changing urgently, and 21% wanted change but not urgently.   
51 % were happy with things the way they are, and 16% said it wasn’t relevant to them.

We were surprised by this result as we expected transport to be higher overall, as we know that public transport is an issue in South Bristol. However the second part of survey revealed that most people travel by car, which could explain why transport was not seen as an issue for most people.  
  
  
In BS4 38% of people said they wanted this changed, against 62% who didn’t want change. 17% of people said they wanted this change urgently.   
  
However of disabled people, 52% said they wanted changed against 48% who didn’t. This dramatic increase demonstrates that transport is a significant barrier for disabled people in South Bristol to access food.   
  
**TIME***It can be hard to find the time to buy and prepare food from scratch. Do you have enough time to ensure you eat well?*

Overall, Time scored very low on our list of barriers, coming second to last place.  
  
73% of residents did not want change, against 27% who did.   
  
61% were happy with things the way they are  
13% said it was not relevant   
7% wanted change urgently   
19% wanted change but not urgently

In BS4 the results we slightly stronger in favour time not being a significant barrier.   
74% of residents said they didn’t want change, against 26% who didn’t. Only 6% said this was an urgent priority.

Our hypothesis was that young people or young families would find time the most difficult of all the people we surveyed, and this was confirmed by the data.

Of all under 30’s, 44% said that time was a barrier for them against 56% who didn’t want change.  
   
16% of under 30’s said time was an urgent barrier that needed changing, which is a 9% increase against 7% overall.

**Nutrition**   
*Do you feel you have adequate knowledge of nutritional information?*   
  
Overall Nutrition scored lower than we expected  
33% of people wanted change  
67% who didn’t want change.   
  
7% wanted change urgently  
25% said they wanted change but not urgently  
58% said they were happy with things the way they are  
9% said this was not relevant to them.   
  
In BS4, these figures were unchanged from the overall figures.

The low figures here are suprising when compared with obescity and health statistics for the area. (include these here)  
  
This could be as a result of people thinking they know a lot about nutrition when they don’t.

So further questioning could be carried out in order to find out more information as to people’s understanding of nutrition, by examing in more detail:   
1) their health  
2) their diet  
3) convenience of food available/ price and other barriers in relation to their understanding of nutrition  
4) lifestyle

This statistic could be extremely significant when thinking about how to make a positive impact people’s food choices, and how those choices are affected by regulations beyond their control.   
  
For example, to what extent does having an addiction to unhealthy food such as sugar, fat or salt constitute a factor beyond a persons control? Does an addiction to an unhealthy food mean that someone could be aware that the food is unhealthy, but feel compelled to buy and eat it regardless? Also mental health issues and their relationship to over eating are another factor that could be deemed beyond someone’s control.  
  
  
  
**Ethical**

*Some people choose to buy Fairtrade, organic or locally grown products. Are you happy with the ethical options currently available to you locally?*

WANTED CHANGE = 40%

DIDN’T WANT CHANGE = 60%

12% wanted change urgently.   
28% wanted change  
48% were happy with this the way it is  
12% said it wasn’t relevant to them.

**Age groups 30-39 and under 30 both rate Ethical in the top three factors they would like to see a change in.**

**AGES 30-39**

WANTED CHANGE = 56%  
That is a massive 16% increase from the average.

**AGES UNDER 30 (25 people)**

WANTED CHANGE = 48%

That’s 8% higher than the average.   
16% urgently wanted this changed, 4% higher than the average.

People living alone ranked the least number of things with urgent priorities, meaning that overall their score was less urgent than all others. Perhaps our sample of people who live alone are just more apathetic to change?  
  
Affordability and Nutrition are in the top 5 factors for those who live alone, and Location and Ethical are in the top 5 for those who live with family. Relatively to the demographic’s answers across all 10 factors, the statement is true.

**People who live with their family are more concerned with Ethical barriers and the Location of shops, people who live alone ranked affordability and Nutrition higher than people living with family.**

**People who consider themselves to have disabilities are much more concerned about the Location of shops than those who do not. People who do not have disabilities are more concerned with Ethical.**

Disabled people   
location of shops   
48% who wanted to see change  
Ehitcal barriers  
29% wanted change in ethical barriers.

Non disabled people   
Location of shops  
27% wanted change  
Ethical  
43% wanted change  
  
**People who have dietary requirements are more urgently concerned with the Location of shops than people who do not. People who do not have dietary requirements are more urgently concerned with affordability**

**PEOPLE WITH DIETARY REQUIREMENTS (30 people)**

**LOCATION**

WANTED CHANGE = 37%

DIDN’T WANT CHANGE = 63%

**AFFORDABILITY**

WANTED CHANGE = 43%

DIDN’T WANT CHANGE = 57%

**NO DIETARY REQUIREMENTS**

**LOCATION**

D= 9/82 = 10.98% Urgent change

C= 18/82 = 21.95% Change

WANTED CHANGE overall = 33%

DIDN’T WANT CHANGE = 67%

**AFFORDABILITY**

D= 14/82 = 17.07% Urgent change

C= 14/82 = 17.07% Change

WANTED CHANGE = 28/82 = 34.15%

DIDN’T WANT CHANGE = 54/82 = 65.85%

the raw percentages seem contrary to the statement, showing that actually, the highest percentage for wanting change in these areas is those with dietary requirements wanting a change to affordability. However this does not reflect the weighting of urgently wanting change; very few people with dietary requirements said that they urgently wanted a change to affordability, thus changing the web tool into percentages does not support our findings in this area.

* **Under 30s are the age group most concerned with Affordability.**

**AGES UNDER 30 (25 people)**

**AFFORDABILITY**

D= 5/25 = 20.00%

C= 7/25 = 28.00%

B=

A=

WANTED CHANGE = 12/25 = 48%

DIDN’T WANT CHANGE = 13/25 = 52%

**Age groups 30-39 and under 30 both rate Ethical in the top three factors they would like to see a change in.**

**AGES 30-39 (16 people)**

**ETHICAL**

D= 2/16 = 12.5%

C= 7/16 = 43.75%

B=

A=

WANTED CHANGE = 9/16 = 56.25%

DIDN’T WANT CHANGE = 7/16 = 43.75%

**AGES UNDER 30 (25 people)**

**ETHICAL**

D= 4/25 = 16.00%

C= 8/25 = 32.00%

B=

A=

WANTED CHANGE = 12/25 = 48.00%

DIDN’T WANT CHANGE = 13/25 = 52.00%