

## **Measuring and Understanding Public Opinion: National Trust Partner Foods December 2013**

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This public opinion data has been collected and analysed by NEMS from a representative sample of UK adults. It contains basic breakdowns by demography, geography and any key interesting market sub-groups.

You are free to use the data, providing you acknowledge/reference the source as "NEMS Market Research, December 2013".

If you would like to know more about this or anything else research related, please get in touch, we would be happy to help.



	Total	Male	Female	16-34	35-54	55+	ABC1	C2DE								
<b>Q01 Are you a member of the National Trust? [PR]</b>																
Yes - currently	16.1%	79	13.7%	32	18.4%	47	18.5%	29	11.8%	20	18.5%	29	19.7%	48	12.7%	31
No, but have been in the past	5.8%	28	5.4%	12	6.2%	16	4.9%	8	5.7%	10	6.9%	11	6.7%	16	4.9%	12
No, never been a member	78.0%	380	80.9%	187	75.4%	194	76.6%	122	82.5%	139	74.7%	119	73.6%	178	82.4%	202
Weighted base:	487	231	257	159	169	159	242	246								
Sample:	500	224	276	89	193	218	174	326								

In addition to protecting historic sites and areas of natural beauty, the National Trust endorses and supplies food and drink items for the general public to purchase.

<b>Q02 Are you aware that the National Trust endorses food goods such as beer, wine, biscuits?</b>																
Yes	27.6%	135	27.0%	62	28.2%	72	24.2%	38	24.6%	42	34.3%	55	27.4%	66	27.9%	68
No	69.5%	339	69.7%	161	69.4%	178	73.5%	117	72.7%	123	62.1%	99	70.0%	169	69.1%	170
(Uncertain)	2.8%	14	3.3%	8	2.4%	6	2.3%	4	2.6%	4	3.6%	6	2.7%	7	3.0%	7
Weighted base:	487	231	257	159	169	159	242	246								
Sample:	500	224	276	89	193	218	174	326								

**Q03 Have you ever bought any of the following National Trust branded or endorsed food products? [PR]**

*Those aware of National Trust endorsed food goods at Q02*

**Beer**

	13.6%	18	15.7%	10	11.8%	9	19.7%	8	14.9%	6	8.4%	5	16.2%	11	11.1%	8
	86.4%	116	84.3%	52	88.2%	64	80.3%	31	85.1%	35	91.6%	50	83.8%	55	88.9%	61
Weighted base:	135	62	72	38	42	55	66	68								
Sample:	144	63	81	20	50	74	49	95								

**Wine**

	13.6%	18	19.5%	12	8.6%	6	25.6%	10	13.5%	6	5.2%	3	14.3%	9	13.0%	9
	86.4%	116	80.5%	50	91.4%	66	74.4%	29	86.5%	36	94.8%	52	85.7%	57	87.0%	60
Weighted base:	135	62	72	38	42	55	66	68								
Sample:	144	63	81	20	50	74	49	95								

**Potatoes**

	14.9%	20	21.6%	13	9.1%	7	24.5%	9	7.6%	3	13.7%	7	12.7%	8	17.0%	12
	85.1%	115	78.4%	49	90.9%	66	75.5%	29	92.4%	38	86.4%	47	87.3%	58	83.0%	57
Weighted base:	135	62	72	38	42	55	66	68								
Sample:	144	63	81	20	50	74	49	95								

**Biscuits**

	33.3%	45	25.7%	16	39.7%	29	39.3%	15	32.2%	13	29.8%	16	38.0%	25	28.6%	20
	66.7%	90	74.3%	46	60.3%	44	60.7%	23	67.8%	28	70.2%	38	62.0%	41	71.4%	49
Weighted base:	135	62	72	38	42	55	66	68								
Sample:	144	63	81	20	50	74	49	95								

**Fresh produce such as vegetables and meats**

	18.3%	25	18.2%	11	18.5%	13	35.5%	14	3.5%	1	17.6%	10	17.9%	12	18.8%	13
	81.7%	110	81.8%	51	81.5%	59	64.5%	25	96.6%	40	82.4%	45	82.1%	54	81.2%	56
Weighted base:	135	62	72	38	42	55	66	68								
Sample:	144	63	81	20	50	74	49	95								

**Preserves (such as jams, sauces and chutney)**

	36.8%	50	24.1%	15	47.8%	35	44.7%	17	31.7%	13	35.2%	19	45.5%	30	28.5%	20
	63.2%	85	75.9%	47	52.2%	38	55.3%	21	68.3%	28	64.8%	35	54.5%	36	71.5%	49
Weighted base:	135	62	72	38	42	55	66	68								
Sample:	144	63	81	20	50	74	49	95								

**Other**

	2.8%	4	2.1%	1	3.4%	2	6.3%	2	3.1%	1	0.0%	0	4.8%	3	0.8%	1
	97.2%	131	97.9%	61	96.7%	70	93.7%	36	96.9%	40	100.0%	55	95.2%	63	99.2%	68
Weighted base:	135	62	72	38	42	55	66	68								
Sample:	144	63	81	20	50	74	49	95								

	Total	Male	Female	16-34	35-54	55+	ABC1	C2DE								
<b>Q04 What one word would you use to describe food goods sold by the National Trust?</b>																
<i>Total sample</i>																
Good	8.5%	41	9.4%	22	7.7%	20	8.5%	14	3.2%	5	14.1%	22	8.3%	20	8.7%	21
Quality	5.8%	28	3.7%	9	7.7%	20	4.4%	7	4.2%	7	8.9%	14	5.8%	14	5.9%	14
Expensive	3.4%	17	1.9%	4	4.9%	12	1.8%	3	3.1%	5	5.4%	9	2.8%	7	4.1%	10
Surprising	2.4%	12	4.1%	10	0.9%	2	0.9%	1	5.6%	9	0.6%	1	4.5%	11	0.4%	1
Ok	2.2%	11	2.9%	7	1.6%	4	2.3%	4	1.7%	3	2.7%	4	0.4%	1	4.0%	10
Excellent	1.9%	9	0.8%	2	2.9%	8	0.6%	1	2.2%	4	3.0%	5	2.0%	5	1.9%	5
Luxury	0.9%	4	0.0%	0	1.6%	4	0.0%	0	0.5%	1	2.1%	3	1.5%	4	0.2%	1
Traditional	0.8%	4	1.7%	4	0.0%	0	2.5%	4	0.0%	0	0.0%	0	1.6%	4	0.0%	0
Nice	0.8%	4	0.4%	1	1.1%	3	0.0%	0	1.6%	3	0.7%	1	0.8%	2	0.8%	2
Natural	0.6%	3	0.5%	1	0.7%	2	0.0%	0	1.8%	3	0.0%	0	1.2%	3	0.0%	0
Eco	0.5%	3	0.0%	0	1.0%	3	1.6%	3	0.0%	0	0.0%	0	1.0%	3	0.0%	0
Decent	0.3%	1	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Different	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.3%	0	0.4%	1	0.2%	0
Reliable	0.3%	1	0.0%	0	0.5%	1	0.6%	1	0.0%	0	0.2%	0	0.4%	1	0.2%	0
Tasty	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.5%	1	0.0%	0
Better	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.5%	1	0.0%	0
Organic	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.5%	1
Historic	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.4%	1
Acceptable	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.4%	1	0.0%	0
Reasonable	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.4%	1
Posh	0.2%	1	0.0%	0	0.3%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Fresh	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.3%	1
Average	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.3%	1	0.0%	0
Affordable	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1
Refreshing	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1
Caring	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.2%	0
Healthy	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.2%	0
Value	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.1%	0
Happy	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.1%	0
(Don't know)	68.8%	336	72.1%	166	65.9%	169	75.3%	120	72.6%	123	58.4%	93	67.6%	163	70.1%	172
Weighted base:		487		231		257		159		169		159		242		246
Sample:		500		224		276		89		193		218		174		326

**Q04 What one word would you use to describe food goods sold by the National Trust?**

*Those who gave an answer at Q04*

Good	27.3%	41	33.7%	22	22.6%	20	34.6%	14	11.8%	5	33.8%	22	25.5%	20	29.3%	21
Quality	18.7%	28	13.4%	9	22.6%	20	18.0%	7	15.5%	7	21.4%	14	17.9%	14	19.6%	14
Expensive	11.1%	17	6.7%	4	14.2%	12	7.2%	3	11.5%	5	13.1%	9	8.6%	7	13.7%	10
Surprising	7.8%	12	14.8%	10	2.7%	2	3.6%	1	20.5%	9	1.5%	1	13.9%	11	1.3%	1
Ok	7.1%	11	10.4%	7	4.7%	4	9.3%	4	6.2%	3	6.4%	4	1.2%	1	13.4%	10
Excellent	6.2%	9	3.0%	2	8.6%	8	2.4%	1	8.1%	4	7.2%	5	6.1%	5	6.4%	5
Luxury	2.8%	4	0.0%	0	4.8%	4	0.0%	0	1.9%	1	5.0%	3	4.6%	4	0.8%	1
Traditional	2.6%	4	6.2%	4	0.0%	0	10.1%	4	0.0%	0	0.0%	0	5.1%	4	0.0%	0
Nice	2.4%	4	1.3%	1	3.3%	3	0.0%	0	5.7%	3	1.6%	1	2.3%	2	2.6%	2
Natural	2.0%	3	1.8%	1	2.1%	2	0.0%	0	6.5%	3	0.0%	0	3.8%	3	0.0%	0
Eco	1.6%	3	0.0%	0	2.9%	3	6.4%	3	0.0%	0	0.0%	0	3.2%	3	0.0%	0
Decent	1.0%	1	2.3%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Different	0.9%	1	0.0%	0	1.6%	1	0.0%	0	2.1%	1	0.7%	0	1.2%	1	0.6%	0
Reliable	0.9%	1	0.0%	0	1.6%	1	2.5%	1	0.0%	0	0.6%	0	1.3%	1	0.5%	0
Tasty	0.8%	1	0.0%	0	1.4%	1	0.0%	0	2.7%	1	0.0%	0	1.6%	1	0.0%	0
Better	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.8%	1	1.5%	1	0.0%	0
Organic	0.8%	1	0.0%	0	1.3%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	1.6%	1
Historic	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.4%	1
Acceptable	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0
Reasonable	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	1
Posh	0.6%	1	0.0%	0	1.0%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Fresh	0.5%	1	1.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.1%	1
Average	0.5%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0
Refreshing	0.4%	1	0.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.7%	1
Affordable	0.4%	1	0.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.7%	1
Caring	0.3%	0	0.0%	0	0.5%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.6%	0
Healthy	0.3%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.5%	0
Value	0.2%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.5%	0
Happy	0.2%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.5%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		152		64		88		39		46		66		78		73
Sample:		157		59		98		22		54		81		57		100

Total Male Female 16-34 35-54 55+ ABC1 C2DE

Mean score: [Strongly agree = 5, Slightly agree = 4, Neither agree nor disagree = 3, Slightly disagree = 2, Strongly disagree = 1]

**Q05 Now thinking generally about National Trust food goods you may see for sale, how much do you agree or disagree with the following statements about them? [PR]**

**They are trustworthy**

Strongly agree	29.7%	145	22.9%	53	35.8%	92	25.3%	40	26.4%	45	37.7%	60	32.7%	79	26.8%	66
Slightly agree	14.6%	71	18.8%	43	10.8%	28	15.0%	24	15.0%	25	13.9%	22	13.3%	32	16.0%	39
Neither agree nor disagree	4.3%	21	3.6%	8	4.9%	13	5.3%	8	5.0%	8	2.6%	4	4.4%	11	4.2%	10
Slightly disagree	0.2%	1	0.2%	0	0.3%	1	0.4%	1	0.3%	0	0.0%	0	0.0%	0	0.4%	1
Strongly disagree	0.7%	3	0.8%	2	0.6%	1	0.4%	1	0.6%	1	1.1%	2	0.2%	0	1.2%	3
(Don't know)	50.4%	246	53.6%	124	47.6%	122	53.5%	85	52.9%	89	44.7%	71	49.5%	120	51.3%	126
Mean:		4.46		4.36		4.55		4.38		4.41		4.58		4.55		4.37
Weighted base:		487		231		257		159		169		159		242		246
Sample:		500		224		276		89		193		218		174		326

**A sign of quality**

Strongly agree	29.8%	145	22.3%	51	36.6%	94	24.1%	38	26.2%	44	39.3%	63	30.8%	74	28.8%	71
Slightly agree	14.5%	71	17.4%	40	12.0%	31	16.0%	25	13.9%	23	13.8%	22	13.2%	32	15.8%	39
Neither agree nor disagree	3.0%	15	2.7%	6	3.3%	9	3.3%	5	4.4%	7	1.3%	2	3.5%	9	2.5%	6
Slightly disagree	0.7%	3	0.5%	1	0.9%	2	1.4%	2	0.7%	1	0.0%	0	1.2%	3	0.2%	0
Strongly disagree	0.5%	2	0.5%	1	0.4%	1	0.4%	1	0.2%	0	0.7%	1	0.2%	0	0.8%	2
(Don't know)	51.5%	251	56.7%	131	46.8%	120	54.7%	87	54.6%	92	44.9%	72	51.0%	123	51.9%	128
Mean:		4.49		4.39		4.57		4.37		4.44		4.65		4.50		4.49
Weighted base:		487		231		257		159		169		159		242		246
Sample:		500		224		276		89		193		218		174		326

**They are supporting local farmers**

Strongly agree	28.3%	138	21.3%	49	34.6%	89	22.0%	35	30.8%	52	32.0%	51	28.3%	68	28.3%	70
Slightly agree	10.4%	51	11.1%	26	9.8%	25	8.3%	13	8.6%	15	14.3%	23	7.7%	19	13.0%	32
Neither agree nor disagree	3.3%	16	2.7%	6	3.9%	10	3.3%	5	4.6%	8	2.0%	3	4.4%	11	2.2%	5
Slightly disagree	0.8%	4	1.0%	2	0.8%	2	1.3%	2	1.0%	2	0.3%	0	0.5%	1	1.2%	3
Strongly disagree	0.6%	3	1.1%	2	0.2%	0	0.0%	0	0.2%	0	1.6%	3	0.3%	1	0.9%	2
(Don't know)	56.5%	276	63.0%	145	50.8%	130	65.2%	104	54.7%	92	49.8%	79	58.7%	142	54.4%	134
Mean:		4.50		4.36		4.58		4.46		4.52		4.49		4.53		4.47
Weighted base:		487		231		257		159		169		159		242		246
Sample:		500		224		276		89		193		218		174		326

**Good value for money**

Strongly agree	17.3%	84	12.7%	29	21.3%	55	11.3%	18	15.0%	25	25.6%	41	16.5%	40	18.0%	44
Slightly agree	13.3%	65	16.9%	39	10.1%	26	14.8%	24	12.1%	21	13.1%	21	10.3%	25	16.4%	40
Neither agree nor disagree	5.6%	27	3.9%	9	7.1%	18	7.5%	12	5.4%	9	4.0%	6	6.3%	15	4.9%	12
Slightly disagree	3.5%	17	3.8%	9	3.3%	9	4.3%	7	3.3%	6	3.0%	5	4.4%	11	2.7%	7
Strongly disagree	5.3%	26	3.4%	8	7.0%	18	3.3%	5	7.0%	12	5.5%	9	7.7%	19	3.0%	7
(Don't know)	54.9%	268	59.3%	137	51.1%	131	58.7%	93	57.2%	97	48.7%	78	54.9%	133	55.0%	135
Mean:		3.75		3.78		3.73		3.64		3.58		3.98		3.52		3.97
Weighted base:		487		231		257		159		169		159		242		246
Sample:		500		224		276		89		193		218		174		326

**SEX Sex of respondent**

Male	47.3%	231	100.0%	231	0.0%	0	49.0%	78	48.8%	82	44.1%	70	47.3%	114	47.3%	116
Female	52.7%	257	0.0%	0	100.0%	257	51.0%	81	51.2%	87	55.9%	89	52.7%	127	52.7%	129
Weighted base:		487		231		257		159		169		159		242		246
Sample:		500		224		276		89		193		218		174		326

**AGE To ensure we get a representative sample, could I ask how old you are ?**

16 to 24	15.1%	74	15.9%	37	14.4%	37	46.3%	74	0.0%	0	0.0%	0	13.3%	32	16.9%	41
25 to 34	17.5%	85	17.9%	41	17.2%	44	53.7%	85	0.0%	0	0.0%	0	20.3%	49	14.8%	36
35 to 44	18.4%	90	18.9%	44	17.9%	46	0.0%	0	53.0%	90	0.0%	0	22.7%	55	14.1%	35
45 to 54	16.3%	79	16.8%	39	15.8%	41	0.0%	0	47.0%	79	0.0%	0	16.4%	40	16.2%	40
55 to 64	13.1%	64	13.4%	31	12.8%	33	0.0%	0	0.0%	0	40.0%	64	13.3%	32	12.9%	32
65 +	19.6%	96	17.1%	39	21.9%	56	0.0%	0	0.0%	0	60.0%	96	14.0%	34	25.2%	62
Weighted base:		487		231		257		159		169		159		242		246
Sample:		500		224		276		89		193		218		174		326

	Total	Male		Female		16-34	35-54	55+	ABC1	C2DE						
<b>SEG Socio-economic group</b>																
A	3.5%	17	5.3%	12	1.8%	5	7.7%	12	0.7%	1	2.2%	4	7.0%	17	0.0%	0
B	15.4%	75	15.8%	36	15.0%	39	17.1%	27	14.0%	24	15.2%	24	31.0%	75	0.0%	0
C1	30.7%	150	28.5%	66	32.8%	84	26.4%	42	41.2%	70	24.0%	38	62.0%	150	0.0%	0
C2	24.1%	117	26.5%	61	22.0%	56	19.9%	32	29.5%	50	22.6%	36	0.0%	0	47.8%	117
D	11.2%	54	13.2%	31	9.3%	24	16.7%	27	8.0%	14	8.9%	14	0.0%	0	22.2%	54
E	15.1%	74	10.7%	25	19.1%	49	12.2%	19	6.6%	11	27.1%	43	0.0%	0	30.0%	74
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		487		231		257		159		169		159		242		246
Sample:		500		224		276		89		193		218		174		326

**EMP Which of the following best describes your current employment status ? [PR]**

Working full-time (30+ hours a week)	39.5%	193	50.0%	115	30.1%	77	40.1%	64	62.8%	106	14.3%	23	48.0%	116	31.1%	76
Part-time	14.0%	68	4.3%	10	22.7%	58	12.9%	20	18.7%	32	10.1%	16	18.0%	44	10.1%	25
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	15.8%	77	16.0%	37	15.6%	40	29.6%	47	12.6%	21	5.3%	9	13.6%	33	17.9%	44
Not working (retired / invalid)	30.0%	146	28.3%	65	31.6%	81	15.7%	25	5.6%	9	70.2%	112	19.2%	46	40.7%	100
(Refused)	0.7%	3	1.4%	3	0.0%	0	1.7%	3	0.3%	1	0.0%	0	1.1%	3	0.2%	1
Weighted base:		487		231		257		159		169		159		242		246
Sample:		500		224		276		89		193		218		174		326

**MAR Which of these best describes your current marital status ? [PR]**

Married / Living as married	50.7%	247	52.0%	120	49.5%	127	41.6%	66	65.8%	111	43.9%	70	57.6%	139	44.0%	108
Single	27.8%	135	33.6%	78	22.5%	58	42.2%	67	26.1%	44	15.1%	24	26.3%	64	29.2%	72
Divorced	7.0%	34	4.1%	10	9.6%	25	7.5%	12	4.5%	8	9.3%	15	4.8%	12	9.2%	23
Widowed	12.7%	62	9.1%	21	15.9%	41	8.1%	13	1.2%	2	29.4%	47	10.5%	25	14.9%	37
Separated	1.6%	8	1.0%	2	2.1%	5	0.0%	0	2.3%	4	2.3%	4	0.9%	2	2.2%	5
(Refused)	0.3%	1	0.2%	0	0.4%	1	0.6%	1	0.2%	0	0.0%	0	0.0%	0	0.5%	1
Weighted base:		487		231		257		159		169		159		242		246
Sample:		500		224		276		89		193		218		174		326

**CHI How many children live in your household, aged 15 years and under ?**

None	78.5%	383	81.2%	187	76.1%	195	75.2%	120	64.6%	109	96.7%	154	76.1%	184	81.0%	199
One	10.7%	52	6.0%	14	14.9%	38	10.9%	17	17.6%	30	3.1%	5	11.9%	29	9.5%	23
Two	6.6%	32	9.3%	22	4.1%	11	8.7%	14	10.8%	18	0.0%	0	7.8%	19	5.4%	13
Three	2.5%	12	1.8%	4	3.1%	8	2.5%	4	4.9%	8	0.0%	0	3.0%	7	2.0%	5
Four	0.6%	3	1.4%	3	0.0%	0	0.0%	0	1.9%	3	0.0%	0	1.3%	3	0.0%	0
Five	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Six or more	0.5%	3	0.0%	0	1.0%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	3
(Refused)	0.5%	3	0.3%	1	0.7%	2	1.2%	2	0.2%	0	0.2%	0	0.0%	0	1.1%	3
Weighted base:		487		231		257		159		169		159		242		246
Sample:		500		224		276		89		193		218		174		326

**ADU How many adults aged 16 years or older, including yourself, live in your household ?**

One	32.8%	160	32.7%	75	32.8%	84	25.1%	40	25.2%	43	48.4%	77	24.8%	60	40.6%	100
Two	44.1%	215	47.4%	109	41.2%	106	43.7%	69	46.5%	79	42.1%	67	52.1%	126	36.3%	89
Three	14.5%	71	7.6%	18	20.8%	53	13.2%	21	21.7%	37	8.3%	13	17.0%	41	12.1%	30
Four	4.9%	24	6.6%	15	3.4%	9	8.9%	14	5.0%	8	0.9%	1	3.0%	7	6.9%	17
Five	2.2%	11	4.4%	10	0.3%	1	5.6%	9	1.1%	2	0.0%	0	3.1%	8	1.3%	3
Six or more	0.8%	4	1.0%	2	0.7%	2	2.3%	4	0.3%	0	0.0%	0	0.0%	0	1.7%	4
(Refused)	0.5%	3	0.3%	1	0.7%	2	1.2%	2	0.2%	0	0.2%	0	0.0%	0	1.1%	3
Weighted base:		487		231		257		159		169		159		242		246
Sample:		500		224		276		89		193		218		174		326

	Total	Male		Female		16-34	35-54	55+	ABC1	C2DE						
<b>IS2 ISBA region</b>																
Ulster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Scotland	8.6%	42	6.9%	16	10.0%	26	5.1%	8	8.8%	15	11.7%	19	8.6%	21	8.6%	21
North / Borders	5.8%	28	6.1%	14	5.5%	14	3.9%	6	7.3%	12	6.0%	10	4.2%	10	7.4%	18
Lancashire	12.1%	59	11.8%	27	12.5%	32	18.3%	29	9.8%	17	8.5%	14	11.8%	29	12.4%	31
Yorkshire	9.6%	47	10.0%	23	9.2%	24	14.5%	23	8.1%	14	6.3%	10	8.1%	20	11.1%	27
Wales & South West	11.3%	55	10.3%	24	12.3%	31	11.8%	19	10.3%	17	12.0%	19	15.2%	37	7.5%	18
Midlands	16.4%	80	17.4%	40	15.6%	40	12.4%	20	21.6%	36	15.0%	24	16.6%	40	16.2%	40
East England	7.5%	36	8.1%	19	6.9%	18	6.8%	11	8.9%	15	6.6%	11	8.3%	20	6.6%	16
London	19.5%	95	16.6%	38	22.1%	57	20.8%	33	18.6%	31	19.0%	30	21.3%	52	17.6%	43
Southern	9.2%	45	12.8%	30	6.0%	15	6.4%	10	6.6%	11	14.8%	24	5.8%	14	12.6%	31
Weighted base:	487	231		257		159		169		159		242		246		
Sample:	500	224		276		89		193		218		174		326		

	Total	North (inc. Scotland)	Midlands (inc. Wales)	South
<b>Q01 Are you a member of the National Trust? [PR]</b>				
Yes - currently	16.1% 79	13.7% 24	21.7% 34	13.3% 21
No, but have been in the past	5.8% 28	9.1% 16	4.7% 7	3.2% 5
No, never been a member	78.0% 380	77.2% 136	73.7% 116	83.5% 129
Weighted base:	487	176	158	154
Sample:	500	223	151	127

In addition to protecting historic sites and areas of natural beauty, the National Trust endorses and supplies food and drink items for the general public to purchase.

**Q02 Are you aware that the National Trust endorses food goods such as beer, wine, biscuits?**

Yes	27.6% 135	29.1% 51	31.0% 49	22.4% 35
No	69.5% 339	68.6% 121	65.1% 103	75.2% 116
(Uncertain)	2.8% 14	2.3% 4	3.9% 6	2.4% 4
Weighted base:	487	176	158	154
Sample:	500	223	151	127

**Q03 Have you ever bought any of the following National Trust branded or endorsed food products? [PR]**

*Those aware of National Trust endorsed food goods at Q02*

**Beer**

	13.6% 18	10.4% 5	11.3% 6	21.6% 7
	86.4% 116	89.6% 46	88.7% 43	78.4% 27
Weighted base:	135	51	49	35
Sample:	144	59	47	38

**Wine**

	13.6% 18	16.2% 8	9.9% 5	15.0% 5
	86.4% 116	83.8% 43	90.1% 44	85.0% 29
Weighted base:	135	51	49	35
Sample:	144	59	47	38

**Potatoes**

	14.9% 20	8.1% 4	23.1% 11	13.3% 5
	85.1% 115	91.9% 47	76.9% 37	86.7% 30
Weighted base:	135	51	49	35
Sample:	144	59	47	38

**Biscuits**

	33.3% 45	32.0% 16	30.0% 15	39.7% 14
	66.7% 90	68.0% 35	70.0% 34	60.3% 21
Weighted base:	135	51	49	35
Sample:	144	59	47	38

**Fresh produce such as vegetables and meats**

	18.3% 25	11.0% 6	19.2% 9	28.0% 10
	81.7% 110	89.0% 46	80.8% 39	72.1% 25
Weighted base:	135	51	49	35
Sample:	144	59	47	38

**Preserves (such as jams, sauces and chutney)**

	36.8% 50	31.8% 16	35.6% 17	45.9% 16
	63.2% 85	68.2% 35	64.4% 31	54.1% 19
Weighted base:	135	51	49	35
Sample:	144	59	47	38

**Other**

	2.8% 4	2.8% 1	4.7% 2	0.0% 0
	97.2% 131	97.2% 50	95.3% 46	100.0% 35
Weighted base:	135	51	49	35
Sample:	144	59	47	38

Total North (inc. Scotland) Midlands (inc. Wales) South

**Q04 What one word would you use to describe food goods sold by the National Trust?**

*Total sample*

Good	8.5%	41	6.9%	12	12.0%	19	6.7%	10
Quality	5.8%	28	5.7%	10	4.5%	7	7.3%	11
Expensive	3.4%	17	3.5%	6	4.4%	7	2.3%	4
Surprising	2.4%	12	0.3%	0	5.3%	8	2.0%	3
Ok	2.2%	11	2.5%	4	0.0%	0	4.2%	6
Excellent	1.9%	9	0.5%	1	2.9%	5	2.6%	4
Luxury	0.9%	4	0.8%	1	0.0%	0	1.8%	3
Traditional	0.8%	4	2.3%	4	0.0%	0	0.0%	0
Nice	0.8%	4	1.3%	2	0.5%	1	0.4%	1
Natural	0.6%	3	1.0%	2	0.7%	1	0.0%	0
Eco	0.5%	3	0.0%	0	0.0%	0	1.6%	3
Decent	0.3%	1	0.8%	1	0.0%	0	0.0%	0
Different	0.3%	1	0.3%	0	0.6%	1	0.0%	0
Reliable	0.3%	1	0.0%	0	0.9%	1	0.0%	0
Tasty	0.3%	1	0.0%	0	0.8%	1	0.0%	0
Better	0.2%	1	0.7%	1	0.0%	0	0.0%	0
Organic	0.2%	1	0.3%	0	0.5%	1	0.0%	0
Historic	0.2%	1	0.0%	0	0.6%	1	0.0%	0
Acceptable	0.2%	1	0.0%	0	0.0%	0	0.6%	1
Reasonable	0.2%	1	0.0%	0	0.6%	1	0.0%	0
Posh	0.2%	1	0.5%	1	0.0%	0	0.0%	0
Fresh	0.2%	1	0.4%	1	0.0%	0	0.0%	0
Average	0.2%	1	0.4%	1	0.0%	0	0.0%	0
Affordable	0.1%	1	0.0%	0	0.3%	1	0.0%	0
Refreshing	0.1%	1	0.0%	0	0.3%	1	0.0%	0
Caring	0.1%	0	0.0%	0	0.0%	0	0.3%	0
Healthy	0.1%	0	0.0%	0	0.2%	0	0.0%	0
Value	0.1%	0	0.2%	0	0.0%	0	0.0%	0
Happy	0.1%	0	0.0%	0	0.2%	0	0.0%	0
(Don't know)	68.8%	336	71.6%	126	64.5%	102	70.3%	109
Weighted base:		487		176		158		154
Sample:		500		223		151		127

**Q04 What one word would you use to describe food goods sold by the National Trust?**

*Those who gave an answer at Q04*

Good	27.3%	41	24.3%	12	33.9%	19	22.5%	10
Quality	18.7%	28	20.0%	10	12.7%	7	24.6%	11
Expensive	11.1%	17	12.5%	6	12.5%	7	7.8%	4
Surprising	7.8%	12	0.9%	0	14.9%	8	6.8%	3
Ok	7.1%	11	8.7%	4	0.0%	0	14.0%	6
Excellent	6.2%	9	1.9%	1	8.1%	5	8.7%	4
Luxury	2.8%	4	2.9%	1	0.0%	0	6.0%	3
Traditional	2.6%	4	7.9%	4	0.0%	0	0.0%	0
Nice	2.4%	4	4.7%	2	1.5%	1	1.2%	1
Natural	2.0%	3	3.7%	2	2.1%	1	0.0%	0
Eco	1.6%	3	0.0%	0	0.0%	0	5.4%	3
Decent	1.0%	1	3.0%	1	0.0%	0	0.0%	0
Different	0.9%	1	0.9%	0	1.7%	1	0.0%	0
Reliable	0.9%	1	0.0%	0	2.5%	1	0.0%	0
Tasty	0.8%	1	0.0%	0	2.3%	1	0.0%	0
Better	0.8%	1	2.4%	1	0.0%	0	0.0%	0
Organic	0.8%	1	0.9%	0	1.3%	1	0.0%	0
Historic	0.7%	1	0.0%	0	1.8%	1	0.0%	0
Acceptable	0.6%	1	0.0%	0	0.0%	0	2.0%	1
Reasonable	0.6%	1	0.0%	0	1.6%	1	0.0%	0
Posh	0.6%	1	1.7%	1	0.0%	0	0.0%	0
Fresh	0.5%	1	1.6%	1	0.0%	0	0.0%	0
Average	0.5%	1	1.5%	1	0.0%	0	0.0%	0
Refreshing	0.4%	1	0.0%	0	1.0%	1	0.0%	0
Affordable	0.4%	1	0.0%	0	1.0%	1	0.0%	0
Caring	0.3%	0	0.0%	0	0.0%	0	1.0%	0
Healthy	0.3%	0	0.0%	0	0.7%	0	0.0%	0
Value	0.2%	0	0.7%	0	0.0%	0	0.0%	0
Happy	0.2%	0	0.0%	0	0.6%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		152		50		56		46
Sample:		157		61		52		44



Total North (inc. Scotland) Midlands (inc. Wales) South

Mean score: [Strongly agree = 5, Slightly agree = 4, Neither agree nor disagree = 3, Slightly disagree = 2, Strongly disagree = 1]

**Q05 Now thinking generally about National Trust food goods you may see for sale, how much do you agree or disagree with the following statements about them? [PR]**

***They are trustworthy***

Strongly agree	29.7%	145	35.0%	62	25.7%	41	27.7%	43
Slightly agree	14.6%	71	16.3%	29	22.7%	36	4.8%	7
Neither agree nor disagree	4.3%	21	2.5%	4	8.1%	13	2.5%	4
Slightly disagree	0.2%	1	0.2%	0	0.4%	1	0.0%	0
Strongly disagree	0.7%	3	0.4%	1	1.0%	2	0.7%	1
(Don't know)	50.4%	246	45.6%	80	42.0%	66	64.3%	99
Mean:		4.46		4.56		4.24		4.65
Weighted base:		487		176		158		154
Sample:		500		223		151		127

***A sign of quality***

Strongly agree	29.8%	145	36.2%	64	24.2%	38	28.5%	44
Slightly agree	14.5%	71	18.8%	33	18.9%	30	5.1%	8
Neither agree nor disagree	3.0%	15	1.1%	2	7.2%	11	0.9%	1
Slightly disagree	0.7%	3	0.7%	1	1.5%	2	0.0%	0
Strongly disagree	0.5%	2	0.4%	1	0.7%	1	0.3%	0
(Don't know)	51.5%	251	42.8%	75	47.5%	75	65.3%	101
Mean:		4.49		4.57		4.23		4.77
Weighted base:		487		176		158		154
Sample:		500		223		151		127

***They are supporting local farmers***

Strongly agree	28.3%	138	32.2%	57	28.8%	45	23.7%	37
Slightly agree	10.4%	51	11.4%	20	10.3%	16	9.2%	14
Neither agree nor disagree	3.3%	16	1.0%	2	8.3%	13	0.9%	1
Slightly disagree	0.8%	4	0.5%	1	2.1%	3	0.0%	0
Strongly disagree	0.6%	3	0.8%	1	0.3%	0	0.6%	1
(Don't know)	56.5%	276	54.1%	95	50.2%	79	65.5%	101
Mean:		4.50		4.60		4.31		4.61
Weighted base:		487		176		158		154
Sample:		500		223		151		127

***Good value for money***

Strongly agree	17.3%	84	21.1%	37	14.8%	23	15.7%	24
Slightly agree	13.3%	65	12.4%	22	18.1%	28	9.5%	15
Neither agree nor disagree	5.6%	27	4.2%	7	9.5%	15	3.3%	5
Slightly disagree	3.5%	17	5.4%	9	4.2%	7	0.8%	1
Strongly disagree	5.3%	26	5.5%	10	4.9%	8	5.5%	9
(Don't know)	54.9%	268	51.4%	90	48.6%	77	65.2%	101
Mean:		3.75		3.79		3.65		3.84
Weighted base:		487		176		158		154
Sample:		500		223		151		127

**SEX Sex of respondent**

Male	47.3%	231	45.7%	80	49.5%	78	47.2%	73
Female	52.7%	257	54.3%	96	50.5%	80	52.8%	82
Weighted base:		487		176		158		154
Sample:		500		223		151		127

**AGE To ensure we get a representative sample, could I ask how old you are ?**

16 to 24	15.1%	74	16.9%	30	5.3%	8	23.0%	35
25 to 34	17.5%	85	20.9%	37	23.7%	37	7.4%	11
35 to 44	18.4%	90	15.0%	26	25.6%	40	14.8%	23
45 to 54	16.3%	79	17.7%	31	16.2%	25	14.7%	23
55 to 64	13.1%	64	13.7%	24	9.3%	15	16.6%	26
65 +	19.6%	96	15.8%	28	19.9%	31	23.6%	36
Weighted base:		487		176		158		154
Sample:		500		223		151		127

	Total	North (inc. Scotland)		Midlands (inc. Wales)		South		
<b>SEG Socio-economic group</b>								
A	3.5%	17	7.2%	13	2.3%	4	0.6%	1
B	15.4%	75	10.0%	18	16.5%	26	20.3%	31
C1	30.7%	150	27.7%	49	37.1%	58	27.6%	43
C2	24.1%	117	25.1%	44	22.2%	35	24.8%	38
D	11.2%	54	10.4%	18	12.8%	20	10.7%	17
E	15.1%	74	19.7%	35	9.2%	14	15.9%	25
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		487		176		158		154
Sample:		500		223		151		127

**EMP Which of the following best describes your current employment status ? [PR]**

Working full-time (30+ hours a week)	39.5%	193	41.4%	73	39.3%	62	37.5%	58
Part-time	14.0%	68	16.2%	28	15.2%	24	10.6%	16
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	15.8%	77	13.6%	24	16.7%	26	17.2%	27
Not working (retired / invalid)	30.0%	146	28.6%	50	27.0%	43	34.7%	54
(Refused)	0.7%	3	0.3%	1	1.7%	3	0.0%	0
Weighted base:		487		176		158		154
Sample:		500		223		151		127

**MAR Which of these best describes your current marital status ? [PR]**

Married / Living as married	50.7%	247	55.7%	98	54.0%	85	41.5%	64
Single	27.8%	135	25.0%	44	28.5%	45	30.0%	46
Divorced	7.0%	34	9.1%	16	2.5%	4	9.3%	14
Widowed	12.7%	62	9.1%	16	13.4%	21	16.3%	25
Separated	1.6%	8	0.5%	1	1.4%	2	2.8%	4
(Refused)	0.3%	1	0.5%	1	0.2%	0	0.0%	0
Weighted base:		487		176		158		154
Sample:		500		223		151		127

**CHI How many children live in your household, aged 15 years and under ?**

None	78.5%	383	75.2%	132	75.5%	119	85.5%	132
One	10.7%	52	15.0%	26	13.2%	21	3.2%	5
Two	6.6%	32	7.4%	13	6.2%	10	6.0%	9
Three	2.5%	12	1.9%	3	4.7%	7	0.9%	1
Four	0.6%	3	0.0%	0	0.0%	0	2.0%	3
Five	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Six or more	0.5%	3	0.4%	1	0.0%	0	1.2%	2
(Refused)	0.5%	3	0.0%	0	0.4%	1	1.2%	2
Weighted base:		487		176		158		154
Sample:		500		223		151		127

**ADU How many adults aged 16 years or older, including yourself, live in your household ?**

One	32.8%	160	28.1%	49	37.3%	59	33.7%	52
Two	44.1%	215	48.5%	85	44.3%	70	38.9%	60
Three	14.5%	71	16.0%	28	12.3%	19	15.2%	24
Four	4.9%	24	4.3%	8	5.0%	8	5.6%	9
Five	2.2%	11	1.8%	3	0.7%	1	4.2%	6
Six or more	0.8%	4	1.3%	2	0.0%	0	1.2%	2
(Refused)	0.5%	3	0.0%	0	0.4%	1	1.2%	2
Weighted base:		487		176		158		154
Sample:		500		223		151		127

	Total	North (inc. Scotland)		Midlands (inc Wales)		South		
<b>IS2 ISBA region</b>								
Ulster	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scotland	8.6%	42	23.8%	42	0.0%	0	0.0%	0
North / Borders	5.8%	28	16.0%	28	0.0%	0	0.0%	0
Lancashire	12.1%	59	33.6%	59	0.0%	0	0.0%	0
Yorkshire	9.6%	47	26.6%	47	0.0%	0	0.0%	0
Wales & South West	11.3%	55	0.0%	0	25.8%	41	9.5%	15
Midlands	16.4%	80	0.0%	0	50.8%	80	0.0%	0
East England	7.5%	36	0.0%	0	23.1%	36	0.0%	0
London	19.5%	95	0.0%	0	0.0%	0	61.4%	95
Southern	9.2%	45	0.0%	0	0.3%	1	29.1%	45
Weighted base:		487		176		158		154
Sample:		500		223		151		127

	Total	Aware of NT partner products	Unaware of NT partner products	NT Members	Past NT Members	Ever been a member	Never joined	Purchased NT partner products
<b>Q01 Are you a member of the National Trust? [PR]</b>								
Yes - currently	16.1%	79	29.3%	39	100.0%	79	0.0%	0
No, but have been in the past	5.8%	28	13.0%	17	3.1%	11	0.0%	0
No, never been a member	78.0%	380	57.8%	78	85.8%	303	0.0%	0
Weighted base:		487		135		353		79
Sample:		500		144		356		69

In addition to protecting historic sites and areas of natural beauty, the National Trust endorses and supplies food and drink items for the general public to purchase.

**Q02 Are you aware that the National Trust endorses food goods such as beer, wine, biscuits?**

Yes	27.6%	135	100.0%	135	0.0%	0	50.1%	39	61.7%	17	53.1%	57	20.4%	78	100.0%	58
No	69.5%	339	0.0%	0	96.1%	339	45.0%	35	36.6%	10	42.8%	46	77.1%	293	0.0%	0
(Uncertain)	2.8%	14	0.0%	0	3.9%	14	4.9%	4	1.7%	0	4.1%	4	2.5%	10	0.0%	0
Weighted base:		487		135		353		79		28		107		380		58
Sample:		500		144		356		69		31		100		400		59

**Q03 Have you ever bought any of the following National Trust branded or endorsed food products? [PR]**

Those aware of National Trust endorsed food goods at Q02

**Beer**

	13.6%	18	13.6%	18	0.0%	0	11.8%	5	27.2%	5	16.5%	9	11.5%	9	31.6%	18
	86.4%	116	86.4%	116	0.0%	0	88.2%	35	72.8%	13	83.5%	47	88.5%	69	68.4%	40
Weighted base:		135		135		0		39		17		57		78		58
Sample:		144		144		0		35		15		50		94		59

**Wine**

	13.6%	18	13.6%	18	0.0%	0	12.1%	5	22.7%	4	15.3%	9	12.4%	10	31.6%	18
	86.4%	116	86.4%	116	0.0%	0	87.9%	35	77.3%	13	84.7%	48	87.6%	68	68.4%	40
Weighted base:		135		135		0		39		17		57		78		58
Sample:		144		144		0		35		15		50		94		59

**Potatoes**

	14.9%	20	14.9%	20	0.0%	0	15.6%	6	5.7%	1	12.6%	7	16.6%	13	34.6%	20
	85.1%	115	85.1%	115	0.0%	0	84.4%	33	94.3%	16	87.4%	50	83.4%	65	65.4%	38
Weighted base:		135		135		0		39		17		57		78		58
Sample:		144		144		0		35		15		50		94		59

**Biscuits**

	33.3%	45	33.3%	45	0.0%	0	47.9%	19	24.3%	4	40.7%	23	27.8%	22	77.2%	45
	66.7%	90	66.7%	90	0.0%	0	52.1%	21	75.7%	13	59.3%	34	72.2%	56	22.8%	13
Weighted base:		135		135		0		39		17		57		78		58
Sample:		144		144		0		35		15		50		94		59

**Fresh produce such as vegetables and meats**

	18.3%	25	18.3%	25	0.0%	0	20.8%	8	23.7%	4	21.7%	12	15.9%	12	40.9%	24
	81.7%	110	81.7%	110	0.0%	0	79.2%	31	76.3%	13	78.3%	45	84.1%	65	59.1%	34
Weighted base:		135		135		0		39		17		57		78		58
Sample:		144		144		0		35		15		50		94		59

**Preserves (such as jams, sauces and chutney)**

	36.8%	50	36.8%	50	0.0%	0	50.3%	20	45.1%	8	48.7%	28	28.2%	22	69.5%	40
	63.2%	85	63.2%	85	0.0%	0	49.7%	20	54.9%	10	51.3%	29	71.8%	56	30.5%	18
Weighted base:		135		135		0		39		17		57		78		58
Sample:		144		144		0		35		15		50		94		59

**Other**

	2.8%	4	2.8%	4	0.0%	0	8.1%	3	0.0%	0	5.6%	3	0.7%	1	3.8%	2
	97.2%	131	97.2%	131	0.0%	0	91.9%	36	100.0%	17	94.4%	54	99.3%	77	96.2%	56
Weighted base:		135		135		0		39		17		57		78		58
Sample:		144		144		0		35		15		50		94		59

	Total	Aware of NT partner products	Unaware of NT partner products	NT Members	Past NT Members	Ever been a member	Never joined	Purchased NT partner products								
<b>Q04 What one word would you use to describe food goods sold by the National Trust?</b>																
<i>Total sample</i>																
Good	8.5%	41	23.3%	31	2.9%	10	17.8%	14	11.5%	3	16.2%	17	6.4%	24	33.7%	20
Quality	5.8%	28	16.9%	23	1.6%	6	8.3%	7	17.5%	5	10.8%	12	4.4%	17	23.8%	14
Expensive	3.4%	17	7.6%	10	1.9%	7	7.7%	6	4.1%	1	6.7%	7	2.5%	10	1.6%	1
Surprising	2.4%	12	0.0%	0	3.4%	12	1.8%	1	0.0%	0	1.3%	1	2.8%	10	0.0%	0
Ok	2.2%	11	4.9%	7	1.2%	4	5.6%	4	0.0%	0	4.1%	4	1.7%	6	7.4%	4
Excellent	1.9%	9	4.4%	6	1.0%	4	7.6%	6	3.5%	1	6.5%	7	0.7%	2	7.1%	4
Luxury	0.9%	4	0.3%	0	1.1%	4	4.1%	3	0.0%	0	3.0%	3	0.3%	1	0.7%	0
Traditional	0.8%	4	0.0%	0	1.1%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	4	0.0%	0
Nice	0.8%	4	2.8%	4	0.0%	0	2.3%	2	0.0%	0	1.7%	2	0.5%	2	6.4%	4
Natural	0.6%	3	1.4%	2	0.3%	1	0.0%	0	6.5%	2	1.7%	2	0.3%	1	3.2%	2
Eco	0.5%	3	0.0%	0	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	3	0.0%	0
Decent	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Different	0.3%	1	1.1%	1	0.0%	0	1.8%	1	0.0%	0	1.3%	1	0.0%	0	2.5%	1
Reliable	0.3%	1	1.0%	1	0.0%	0	1.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Tasty	0.3%	1	0.9%	1	0.0%	0	0.0%	0	4.5%	1	1.2%	1	0.0%	0	2.2%	1
Better	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Organic	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Historic	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Acceptable	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Reasonable	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Posh	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Fresh	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Average	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Affordable	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.9%	1
Refreshing	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Caring	0.1%	0	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	0	0.0%	0
Healthy	0.1%	0	0.3%	0	0.0%	0	0.5%	0	0.0%	0	0.4%	0	0.0%	0	0.7%	0
Value	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	0	0.0%	0
Happy	0.1%	0	0.3%	0	0.0%	0	0.4%	0	0.0%	0	0.3%	0	0.0%	0	0.6%	0
(Don't know)	68.8%	336	33.3%	45	82.4%	291	40.2%	32	52.4%	15	43.4%	46	76.0%	289	9.2%	5
Weighted base:		487		135		353		79		28		107		380		58
Sample:		500		144		356		69		31		100		400		59

**Q04 What one word would you use to describe food goods sold by the National Trust?**  
*Those who gave an answer at Q04*

Good	27.3%	41	34.9%	31	16.3%	10	29.8%	14	24.2%	3	28.6%	17	26.5%	24	37.1%	20
Quality	18.7%	28	25.4%	23	9.1%	6	13.9%	7	36.8%	5	19.0%	12	18.5%	17	26.2%	14
Expensive	11.1%	17	11.4%	10	10.6%	7	12.8%	6	8.6%	1	11.9%	7	10.5%	10	1.8%	1
Surprising	7.8%	12	0.0%	0	19.1%	12	3.0%	1	0.0%	0	2.3%	1	11.5%	10	0.0%	0
Ok	7.1%	11	7.3%	7	6.8%	4	9.4%	4	0.0%	0	7.3%	4	7.0%	6	8.2%	4
Excellent	6.2%	9	6.6%	6	5.7%	4	12.7%	6	7.4%	1	11.5%	7	2.7%	2	7.9%	4
Luxury	2.8%	4	0.4%	0	6.1%	4	6.9%	3	0.0%	0	5.4%	3	1.0%	1	0.8%	0
Traditional	2.6%	4	0.0%	0	6.4%	4	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0
Nice	2.4%	4	4.1%	4	0.0%	0	3.9%	2	0.0%	0	3.0%	2	2.1%	2	7.1%	4
Natural	2.0%	3	2.0%	2	1.9%	1	0.0%	0	13.7%	2	3.0%	2	1.3%	1	3.5%	2
Eco	1.6%	3	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0
Decent	1.0%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Different	0.9%	1	1.6%	1	0.0%	0	3.1%	1	0.0%	0	2.4%	1	0.0%	0	2.7%	1
Reliable	0.9%	1	1.5%	1	0.0%	0	2.9%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Tasty	0.8%	1	1.4%	1	0.0%	0	0.0%	0	9.4%	1	2.1%	1	0.0%	0	2.4%	1
Better	0.8%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Organic	0.8%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Historic	0.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Acceptable	0.6%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Reasonable	0.6%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Posh	0.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Fresh	0.5%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Average	0.5%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Refreshing	0.4%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Affordable	0.4%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.0%	1
Caring	0.3%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Healthy	0.3%	0	0.4%	0	0.0%	0	0.8%	0	0.0%	0	0.6%	0	0.0%	0	0.7%	0
Value	0.2%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Happy	0.2%	0	0.4%	0	0.0%	0	0.7%	0	0.0%	0	0.6%	0	0.0%	0	0.7%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		152		90		62		47		13		61		91		53
Sample:		157		98		59		45		14		59		98		53

	Total	Aware of NT partner products	Unaware of NT partner products	NT Members	Past NT Members	Ever been a member	Never joined	Purchased NT partner products
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Mean score: [Strongly agree = 5, Slightly agree = 4, Neither agree nor disagree = 3, Slightly disagree = 2, Strongly disagree = 1]

**Q05 Now thinking generally about National Trust food goods you may see for sale, how much do you agree or disagree with the following statements about them? [PR]**

**They are trustworthy**

Strongly agree	29.7%	145	57.4%	77	19.2%	68	67.4%	53	47.6%	13	62.1%	66	20.6%	78	72.2%	42
Slightly agree	14.6%	71	22.7%	31	11.6%	41	16.4%	13	13.6%	4	15.7%	17	14.3%	55	19.4%	11
Neither agree nor disagree	4.3%	21	5.3%	7	3.9%	14	3.9%	3	2.9%	1	3.7%	4	4.5%	17	6.8%	4
Slightly disagree	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Strongly disagree	0.7%	3	1.3%	2	0.5%	2	1.6%	1	0.0%	0	1.2%	1	0.6%	2	0.0%	0
(Don't know)	50.4%	246	13.3%	18	64.6%	228	10.7%	8	35.9%	10	17.4%	19	59.7%	227	1.6%	1
Mean:		4.46		4.56		4.37		4.66		4.70		4.67		4.34		4.67
Weighted base:		487		135		353		79		28		107		380		58
Sample:		500		144		356		69		31		100		400		59

**A sign of quality**

Strongly agree	29.8%	145	55.9%	75	19.8%	70	63.2%	50	49.3%	14	59.5%	64	21.4%	82	70.7%	41
Slightly agree	14.5%	71	28.1%	38	9.3%	33	19.3%	15	26.0%	7	21.1%	23	12.7%	48	24.9%	14
Neither agree nor disagree	3.0%	15	0.9%	1	3.8%	14	0.5%	0	2.9%	1	1.1%	1	3.6%	14	2.1%	1
Slightly disagree	0.7%	3	1.7%	2	0.3%	1	2.9%	2	0.0%	0	2.1%	2	0.3%	1	0.0%	0
Strongly disagree	0.5%	2	0.6%	1	0.4%	1	0.4%	0	0.0%	0	0.3%	0	0.5%	2	0.0%	0
(Don't know)	51.5%	251	12.7%	17	66.3%	234	13.6%	11	21.9%	6	15.8%	17	61.5%	234	2.3%	1
Mean:		4.49		4.57		4.42		4.64		4.59		4.63		4.41		4.70
Weighted base:		487		135		353		79		28		107		380		58
Sample:		500		144		356		69		31		100		400		59

**They are supporting local farmers**

Strongly agree	28.3%	138	59.1%	80	16.6%	58	57.9%	46	27.4%	8	49.8%	53	22.3%	85	66.3%	38
Slightly agree	10.4%	51	18.5%	25	7.3%	26	16.7%	13	17.8%	5	17.0%	18	8.5%	32	26.7%	15
Neither agree nor disagree	3.3%	16	1.0%	1	4.2%	15	1.8%	1	2.9%	1	2.1%	2	3.7%	14	1.4%	1
Slightly disagree	0.8%	4	2.0%	3	0.4%	1	0.5%	0	0.0%	0	0.4%	0	1.0%	4	0.0%	0
Strongly disagree	0.6%	3	0.9%	1	0.5%	2	1.5%	1	1.7%	0	1.5%	2	0.3%	1	0.0%	0
(Don't know)	56.5%	276	18.5%	25	71.1%	251	21.6%	17	50.2%	14	29.2%	31	64.2%	244	5.6%	3
Mean:		4.50		4.63		4.35		4.65		4.39		4.60		4.44		4.69
Weighted base:		487		135		353		79		28		107		380		58
Sample:		500		144		356		69		31		100		400		59

**Good value for money**

Strongly agree	17.3%	84	34.6%	47	10.6%	37	33.0%	26	25.3%	7	31.0%	33	13.4%	51	40.4%	23
Slightly agree	13.3%	65	24.6%	33	9.0%	32	24.8%	20	1.8%	1	18.7%	20	11.8%	45	25.9%	15
Neither agree nor disagree	5.6%	27	7.7%	10	4.8%	17	6.8%	5	22.3%	6	10.9%	12	4.1%	16	13.3%	8
Slightly disagree	3.5%	17	4.6%	6	3.1%	11	5.7%	4	5.0%	1	5.5%	6	3.0%	11	5.2%	3
Strongly disagree	5.3%	26	12.8%	17	2.5%	9	12.8%	10	7.5%	2	11.4%	12	3.6%	14	13.6%	8
(Don't know)	54.9%	268	15.7%	21	69.9%	247	17.0%	13	38.0%	11	22.5%	24	64.1%	244	1.6%	1
Mean:		3.75		3.76		3.74		3.72		3.52		3.68		3.79		3.75
Weighted base:		487		135		353		79		28		107		380		58
Sample:		500		144		356		69		31		100		400		59

**SEX Sex of respondent**

Male	47.3%	231	46.2%	62	47.8%	168	40.1%	32	43.7%	12	41.1%	44	49.1%	187	36.6%	21
Female	52.7%	257	53.8%	72	52.2%	184	59.9%	47	56.3%	16	58.9%	63	50.9%	194	63.4%	37
Weighted base:		487		135		353		79		28		107		380		58
Sample:		500		144		356		69		31		100		400		59

**AGE To ensure we get a representative sample, could I ask how old you are ?**

16 to 24	15.1%	74	9.6%	13	17.2%	61	7.4%	6	0.0%	0	5.4%	6	17.8%	68	11.4%	7
25 to 34	17.5%	85	18.9%	25	17.0%	60	30.0%	24	27.4%	8	29.3%	31	14.2%	54	18.6%	11
35 to 44	18.4%	90	13.8%	19	20.1%	71	15.2%	12	16.7%	5	15.6%	17	19.2%	73	11.6%	7
45 to 54	16.3%	79	17.1%	23	16.0%	56	10.1%	8	17.3%	5	12.0%	13	17.5%	66	16.7%	10
55 to 64	13.1%	64	17.2%	23	11.5%	41	12.5%	10	18.6%	5	14.1%	15	12.8%	49	18.0%	10
65 +	19.6%	96	23.3%	31	18.2%	64	24.9%	20	20.1%	6	23.6%	25	18.5%	70	23.7%	14
Weighted base:		487		135		353		79		28		107		380		58
Sample:		500		144		356		69		31		100		400		59

	Total	Aware of NT partner products		Unaware of NT partner products		NT Members		Past NT Members		Ever been a member		Never joined		Purchased NT partner products		
<b>SEG Socio-economic group</b>																
A	3.5%	17	9.2%	12	1.3%	5	3.9%	3	14.0%	4	6.6%	7	2.6%	10	7.0%	4
B	15.4%	75	13.2%	18	16.2%	57	26.5%	21	29.2%	8	27.2%	29	12.0%	46	17.4%	10
C1	30.7%	150	26.7%	36	32.3%	114	30.0%	24	13.8%	4	25.7%	28	32.2%	122	27.0%	16
C2	24.1%	117	22.7%	31	24.6%	87	12.9%	10	13.3%	4	13.0%	14	27.2%	104	21.7%	13
D	11.2%	54	13.9%	19	10.1%	36	10.1%	8	12.8%	4	10.8%	12	11.3%	43	15.9%	9
E	15.1%	74	14.3%	19	15.4%	54	16.5%	13	16.8%	5	16.6%	18	14.7%	56	11.1%	6
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		487		135		353		79		28		107		380		58
Sample:		500		144		356		69		31		100		400		59

**EMP Which of the following best describes your current employment status ? [PR]**

Working full-time (30+ hours a week)	39.5%	193	37.4%	50	40.3%	142	30.2%	24	40.3%	11	32.9%	35	41.4%	157	42.1%	24
Part-time	14.0%	68	17.0%	23	12.9%	45	17.0%	13	12.9%	4	15.9%	17	13.5%	51	15.5%	9
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	15.8%	77	9.0%	12	18.3%	65	19.2%	15	8.3%	2	16.3%	17	15.6%	59	7.3%	4
Not working (retired / invalid)	30.0%	146	34.6%	47	28.3%	100	33.6%	26	38.5%	11	34.9%	37	28.7%	109	35.1%	20
(Refused)	0.7%	3	2.0%	3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	3	0.0%	0
Weighted base:		487		135		353		79		28		107		380		58
Sample:		500		144		356		69		31		100		400		59

**MAR Which of these best describes your current marital status ? [PR]**

Married / Living as married	50.7%	247	55.7%	75	48.8%	172	57.1%	45	67.0%	19	59.8%	64	48.2%	183	52.8%	31
Single	27.8%	135	22.9%	31	29.6%	104	13.5%	11	8.3%	2	12.1%	13	32.2%	122	24.2%	14
Divorced	7.0%	34	5.2%	7	7.7%	27	7.8%	6	7.3%	2	7.7%	8	6.8%	26	6.6%	4
Widowed	12.7%	62	14.5%	19	12.0%	42	19.0%	15	17.3%	5	18.5%	20	11.0%	42	12.3%	7
Separated	1.6%	8	1.5%	2	1.6%	6	2.6%	2	0.0%	0	1.9%	2	1.5%	6	3.5%	2
(Refused)	0.3%	1	0.3%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.6%	0
Weighted base:		487		135		353		79		28		107		380		58
Sample:		500		144		356		69		31		100		400		59

**CHI How many children live in your household, aged 15 years and under ?**

None	78.5%	383	81.2%	109	77.5%	273	74.5%	59	71.8%	20	73.8%	79	79.9%	304	75.2%	44
One	10.7%	52	8.0%	11	11.7%	41	10.7%	8	9.1%	3	10.3%	11	10.8%	41	10.0%	6
Two	6.6%	32	6.9%	9	6.5%	23	5.4%	4	12.6%	4	7.3%	8	6.4%	24	9.7%	6
Three	2.5%	12	3.4%	5	2.2%	8	5.0%	4	6.5%	2	5.4%	6	1.7%	6	3.9%	2
Four	0.6%	3	0.0%	0	0.9%	3	4.0%	3	0.0%	0	2.9%	3	0.0%	0	0.0%	0
Five	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Six or more	0.5%	3	0.0%	0	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	3	0.0%	0
(Refused)	0.5%	3	0.5%	1	0.5%	2	0.4%	0	0.0%	0	0.3%	0	0.6%	2	1.2%	1
Weighted base:		487		135		353		79		28		107		380		58
Sample:		500		144		356		69		31		100		400		59

**ADU How many adults aged 16 years or older, including yourself, live in your household ?**

One	32.8%	160	31.2%	42	33.4%	118	30.7%	24	33.0%	9	31.3%	34	33.2%	126	24.8%	14
Two	44.1%	215	51.9%	70	41.2%	145	57.0%	45	46.4%	13	54.2%	58	41.3%	157	54.9%	32
Three	14.5%	71	10.3%	14	16.2%	57	11.9%	9	12.5%	4	12.0%	13	15.3%	58	11.8%	7
Four	4.9%	24	4.7%	6	5.0%	18	0.0%	0	8.1%	2	2.1%	2	5.7%	22	7.4%	4
Five	2.2%	11	0.0%	0	3.1%	11	0.0%	0	0.0%	0	0.0%	0	2.8%	11	0.0%	0
Six or more	0.8%	4	1.4%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	4	0.0%	0
(Refused)	0.5%	3	0.5%	1	0.5%	2	0.4%	0	0.0%	0	0.3%	0	0.6%	2	1.2%	1
Weighted base:		487		135		353		79		28		107		380		58
Sample:		500		144		356		69		31		100		400		59

	Total	Aware of NT partner products		Unaware of NT partner products		NT Members		Past NT Members		Ever been a member		Never joined		Purchased NT partner products		
<b>IS2 ISBA region</b>																
Ulster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scotland	8.6%	42	6.2%	8	9.5%	33	7.1%	6	11.7%	3	8.3%	9	8.6%	33	3.6%	2
North / Borders	5.8%	28	5.3%	7	6.0%	21	1.3%	1	6.8%	2	2.7%	3	6.6%	25	6.7%	4
Lancashire	12.1%	59	15.6%	21	10.8%	38	12.6%	10	34.7%	10	18.4%	20	10.4%	39	17.0%	10
Yorkshire	9.6%	47	10.9%	15	9.1%	32	9.5%	8	3.6%	1	8.0%	9	10.1%	38	10.1%	6
Wales & South West	11.3%	55	10.3%	14	11.7%	41	16.1%	13	11.4%	3	14.8%	16	10.4%	39	11.1%	6
Midlands	16.4%	80	20.3%	27	14.9%	53	24.7%	19	9.2%	3	20.6%	22	15.2%	58	17.6%	10
East England	7.5%	36	9.5%	13	6.7%	24	6.1%	5	7.5%	2	6.4%	7	7.8%	29	6.9%	4
London	19.5%	95	9.5%	13	23.2%	82	16.6%	13	13.4%	4	15.8%	17	20.5%	78	16.2%	9
Southern	9.2%	45	12.2%	16	8.1%	28	6.0%	5	1.7%	0	4.9%	5	10.4%	40	10.9%	6
Weighted base:		487		135		353		79		28		107		380		58
Sample:		500		144		356		69		31		100		400		59