

Office for the Internal Market

*Report on the impact of a proposed ban
of the sale of peat in England on the
effective operation of the UK Internal
Market:
Survey of UK consumers*

Technical report

January 2023

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1 Aims and Objectives

Purpose

The “UK internal market” refers to the set of trading relationships within and across the four UK nations of England, Scotland, Wales, and Northern Ireland.

The UK Internal Market Act 2020 (the Act) established the independent Office for the Internal Market (the OIM) within the Competition and Markets Authority (the CMA). The work of the OIM assists the four UK governments in understanding how effectively businesses are able to sell their products and provide services across the four nations of the UK, and the economic impact of regulatory divergence.

Under section 34 of the Act, a Relevant National Authority may request a report from the OIM on the potential economic effects of a proposed regulatory proposal. [On 2 August 2022, the OIM received a request](#) for a report on the potential economic effects of the UK Government’s proposed regulation to ban the retail sale of peat and peat-containing products in England by 2024.

The regulatory proposal being considered by the OIM is that, by 2024, the retail sale of peat in horticulture will be banned in England (with limited exceptions). By volume, around 2.2 million cubic meters of peat were sold in the UK in 2020; of this, around 70% was used by end-consumers, mostly as bagged growing media such as multi-purpose compost.¹

Solution

This research explored the knowledge and preferences driving the purchasing behaviours of consumers of bagged growing media in the UK, and how these consumers might react to reduced availability of peat-containing products as a result of UK Government intervention. The survey covered the views of UK adults aged 18+ who had bought bagged growing media at any time in the previous 12 months (at the time of fieldwork).

¹ See Defra (February 2022): [Ending the use of peat and peat containing products in the horticultural sector for England and Wales Impact Assessment](#), pages 7-8.

2 Questionnaire Design

The finalised design of the questionnaire was broadly in keeping with the original version drafted by the OIM and circulated with the research Invitation to Tender, with some changes agreed in discussions between the OIM and IFF after IFF was appointed. Reverse item lists were used at various questions to reduce response bias, while some question wording was versioned for similar reasons.

The introduction to the survey evolved over the first 8 days of fieldwork as we sought to strike a balance between maximising engagement and not providing respondents with too much information about the purpose and content of the survey, to reduce self-selection bias.

The final questionnaire covers a range of question areas, including (but not limited to):

- Demographics
- Recent bagged growing media purchasing behaviour
- Bagged growing media choice attributes
- The potential diversion behaviour of consumers if their preferred bagged growing media (peat-containing or peat-free) were no longer available from their usual retailer
- Perceptions of the relative impact of peat-containing and peat-free bagged growing media on the environment

3 Sampling

The project used a Random Digit Dialling (RDD) approach. This approach is a type of probability sampling whereby random landline telephone numbers are computer generated according to area codes within a defined geographical area, which for this research was confined to the UK. A proportion of mobile numbers were also included in the sample to ensure coverage of mobile-only households. However, with these numbers it is not possible to define a regional geographical area. This approach allows all types of households to be invited to participate in the survey.

From a random starting (or base) sample, an achieved sample that is representative of a target research audience (however defined) should fall out naturally after screening. However, while the sampling process for RDD telephone surveys is random, they do not necessarily generate achieved samples that are truly representative of the target research audience. This is because some types of individual are less likely to own landline telephones, to answer landline calls, to answer mobile calls from unrecognised numbers, or to engage with invitations to participate in a survey (particularly men and younger audiences).

4 Telephone fieldwork

Fieldwork

Telephone fieldwork was conducted from 20th October to 13th November 2022. A selection of IFF's field interviewers attended a briefing delivered by the IFF research team, with support from the OIM.

Fieldwork began with a soft launch from the 20th – 26th October 2022, allowing the sampling process, respondent screening process and questionnaire to be tested in a live fieldwork environment.

During this soft launch, the questionnaire was refined in line with interviewer feedback and the latest version was launched on the 26th October (with a further minor amendment made on the 28th October). The key changes included:

- Introduction of a £5 participation incentive paid to all participants (in replacement of an opportunity to enter a draw for one of four £100 prizes).
- Shorter introduction to engage more participants.
- Question wording adjustments to improve the flow of the questionnaire.
- Removal of lower priority questions to reduce survey length to an average of 20 minutes.

Response Rate

A total of 16,701 telephone numbers were generated using Random Digit Dialling (RDD) software, comprising approximately 88% landline and 12% mobile records. When unusable numbers were excluded (for example, business numbers, fax machines, broadband-only lines), a total of 11,115 usable records remained.

IFF averaged approximately 6 attempted calls per record within the usable sample. Records where no contact was made were attempted approximately 8 times across various times and days throughout fieldwork in an attempt to achieve contact.

Table 1 presents the final sample outcomes, including the number of no answers, refusals to participate, screen outs (ineligible to participate in the survey), eligible survey leavers (those who were eligible to participate in the survey but dropped out before the interview was completed), and completed interviews.

At 92% of those who answered the phone, the **refusal rate** was both high and higher than expected. This is likely a feature of both:

- The RDD approach (in which individuals are dialled 'cold' and asked to participate in research). These calls are often assumed to be for sales and marketing purposes by those receiving them.
- The subject area ("a product sold for use in gardens or other outdoor spaces"), which appeared to be very low salience to many of those we contacted, such that they refused even to be screened for eligibility.

The **incidence rate** (i.e. the proportion of individuals who were eligible to take part in the survey at all) was 45%. The overall survey **response rate** was 4%.

Table 1: All call outcomes

	Call Outcomes	Total	%
A	Starting sample	16,701	100%
B	Fresh (sample not called)	0	0%
C	Effective starting sample	16,701	100%
D	Unusable records, e.g. unobtainable, business numbers	5,586	33%
E	Usable records	11,115	67%
F	Answered	5,223	31%
G	- Of which interview completed	182	1%
H	- Of which interview started but did not complete	15	0.1%
I(a)	- Of which ineligible and answered screening questions	121	1%
I(b)	- Of which ineligible and did not answer screening questions (S2 = 9)	116	1%
J	- Of which hard refusals	4,051	24%
K	- Of which soft refusals	738	4%
L	Incidence Rate $[(G+H) / (G+H+I)]$		45.39%
M	No answer	5,892	35%
N	Estimated ineligible amongst "No answer" records $[M \times 55\%]$	3,241	
O	Estimated ineligible amongst "Refused" records $[(J+K) \times 55\%]$	2,634	
P	Total estimated eligible records $[E - (I+N+O)]$	5,003	
Q	Response rate $[G/P]$		3.64%
R	Refusal rate $[(J+K)/F]$		91.69%

} in combination, the "screened sample"

Profile of Completes

A total of 182 complete interviews with target audience respondents was achieved (the achieved sample), resulting in a maximum error margin of +/-7%.

The tables below illustrate the (unweighted) number of interviews completed by gender, age, region, and country respectively.

Table 2: Survey breakdown by Gender (unweighted)

Gender: Completed Interviews		
	Count	%
Male	66	36.3%
Female	116	63.7%
Not listed	0	0.0%
Prefer not to say	0	0.0%
Total	182	100%

Table 3: Survey breakdown by Age (unweighted)

Age: Completed Interviews		
	Count	%
18-24	2	1.1%
25-34	1	0.5%
35-44	6	3.3%
45-54	32	17.6%
55-64	40	22.0%
65-74	50	27.5%
75+	49	26.9%
Refused	2	1.1%
Total	182	100%

Table 4: Survey breakdown by Region (unweighted)

Region: Completed Interviews		
	Count	%
East Midlands	6	3.3%
East of England	22	12.1%
London	13	7.1%
North East	5	2.7%
North West	13	7.1%
South East	29	15.9%
South West	29	15.9%
West Midlands	22	12.1%
Yorkshire & the Humber	18	9.9%
Northern Ireland	5	2.7%
Scotland	9	4.9%
Wales	11	6.04%
Total	182	100%

Table 5: Survey breakdown by Country (unweighted)

Country: Completed Interviews		
	Count	%
England	157	86.3%
Northern Ireland	5	2.7%
Scotland	9	4.9%
Wales	11	6.0%
Total	182	100%

5 Data Preparation

The data preparation phase consisted of three stages:

- Coding of 'other – specify' responses
- Creating data files
- Weighting

Coding

There were no fully open-ended questions in the survey. However, there were a number of questions that included 'Other, please specify' response codes. Where relevant, we back-coded respondents' 'Other' answers into existing pre-codes but we also created new codes where appropriate.

Creating data files

There was a three-step process to the production of the raw data files and data tables:

1. We created data specifications, with OIM feedback on which cross breaks to include and useful derived variables for analysis.
2. These were then shared with our Data Services team, who produced the outputs.
3. The IFF research team then undertook iterative checks of both the raw data file and data tables, to ensure accuracy. These files were shared with the OIM, along with a data dictionary.

Weighting

The target population for this survey was UK adults aged 18+ who had purchased bagged growing media in the last 12 months (at the time of fieldwork). An achieved sample that is representative of a target research audience (however defined) should fall out naturally from a random starting (or base) sample.

However, as noted above, an RDD approach typically under-represents younger individuals, and men. Where non-response bias may mean that an achieved sample is not representative of the target population, weighting can be used to correct for its impact. This requires good quality benchmark data about the population to use for the relevant weights, but for this survey the demographic profile of the target population was unknown. On this occasion, therefore, we weighted the screened sample to ONS UK adult population statistics as a proxy.²

At the start of the interview, all respondents were asked to tell us their age, gender and postcode/region. We therefore collected key demographic data both for those eligible to take part in the survey and those ineligible to take part. The profile of the screened sample (318 respondents) was then mapped by age and gender to ONS UK adult population statistics to inform the weights. Region was considered, but rejected, as a weighting variable as it negatively impacted the effective sample size.³

² Taken from Mid-Year Population Estimates, UK, June 2020

³ The *effective sample size* is an estimate of the sample size required to achieve the same level of precision as would be expected to be obtained by a simple random sample. For example, if a survey of 500 people has an effective sample size of

The design effect of this approach was 1.91 resulting in an effective screened sample size of 166 after weighting, and an effective achieved sample size of 95.

Table 6: Weighting

Category	Completes	Eligible incompletes	Ineligible incompletes	Total	% Total	% Population
Age						
18-54	41	3	25	69	22%	61%
55-64	40	2	29	71	22%	16%
65-74	50	4	27	81	25%	13%
75+	49	6	31	86	27%	11%
Unknown	2	0	9	11	3%	0%
Gender						
Male	66	2	56	124	40%	49%
Female	116	13	55	184	59%	51%
Not listed	0	0	1	1	0%	0%
Prefer not to say	0	0	4	4	1%	0%

250, it means that the amount of sampling error is equivalent to that which would have been obtained by a study of 250 people that did not need to be weighted.

6 Limitations

Whilst every effort was taken to ensure the project achieved its aims and objectives, it is important to note some of the limitations of the research.

The key limitation of the project is that the achieved sample size is lower than intended. The project closed with 182 completed interviews with eligible consumers compared with a target achieved sample size of 350 eligible consumers. With a resulting maximum error margin of +/-7%, this limits the opportunity for robust analysis.

The following factors are likely to have contributed to a lower achieved sample size than intended:

- Use of the RDD sampling approach. The quality of telephone numbers is poor relative to other sampling methods (e.g. a non-probability sample drawn from a respondent database or panel) and is illustrated by the high proportion (33%) of unusable records (see Table 1).
- To reduce biases, we did not reveal what the research covered until a couple of minutes into the survey. This made it difficult for interviewers to persuade respondents to take part.
- Respondent suspicion and/or lack of interest in the purpose of the call.
- A lack of respondent familiarity with the CMA and OIM⁴ might have contributed to a lack of trust among potential respondents and therefore affected willingness to take part.
- A relatively long survey (20 minutes in length on average), although cuts to the questionnaire early on in fieldwork helped to bring this down by a few minutes.

Moreover, we cannot say with certainty that the achieved sample is representative of all UK adults aged 18+ who had purchased bagged growing media in the last 12 months. This is particularly relevant to the younger adults sample, where due to lower sample sizes we had to combine 18-54 year olds. This ultimately means that we are still likely to be under-representing younger adults (particularly those aged 18-34).

⁴ Within the survey the research was described to participants as 'conducted on behalf of the CMA' instead of the OIM as it was thought participants' familiarity with this body would be greater.

Appendix A: Final questionnaire

CMA OIM Consumer Questionnaire

J12080

Date 28/10/22

Telephone

S Screener

ASK ALL

- S1 **Hello, I'm xxxxxx. The government is conducting a research study around consumer choices for which you'll receive £5 for taking part. Am I speaking to someone who has responsibility for making shopping decisions in your household?**

Transferred	1	CONTINUE
Transferred to respondent	2	TRANSFER AND RE-INTRODUCE
Hard appointment	3	MAKE APPOINTMENT
Soft appointment	4	
Refusal	6	THANK AND CLOSE
Nobody at site able to answer questions	7	
Not available in deadline	8	
Engaged	9	
No answer	10	
Answer phone	11	
Business Number	12	
Wrong number - no new number provided	13	MAKE APPOINTMENT FOR CALL BACK AND COLLECT PREFERRED LANGUAGE
Need language other than English	14	
Needs reassurances	15	
New number provided for respondent (enter on next screen)	16	

Request reassurance email	17	COLLECT EMAIL ADDRESS THEN CONTINUE OR MAKE APPOINTMENT (SEE APPENDIX FOR EMAIL TEXT)
Terminate interview	18	THANK AND CLOSE

ASK ALL

S2 **Thanks, my name is (first name, last name) & I'm calling from IFF Research on behalf of the government agency, the Competition and Markets Authority (also known as the CMA).**

The survey is about a product sold for use in gardens or other outdoor spaces. The findings will help the CMA to advise the UK government, in a published report, on the possible economic effects of proposed new rules about the sale of this product.

Participation is voluntary, and if you're eligible, you'll receive £5 as a thank you for taking part. The CMA will be really grateful for your help, and it should only take 15 minutes to answer.

ADD IF NECESSARY: The CMA is the UK's lead competition and consumer authority. Its duty is to promote competition, both within and outside the UK, for the benefit of consumers, and its mission is to make markets work well in the interests of consumers, businesses, and the economy.

ADD IF NECESSARY: Even if you don't have a garden, you still might be eligible to take part. We will just need to run through a couple of questions now to check whether you are.

Is now a good time to run through some questions with you?

Continue	1	CONTINUE
Referred to someone else in household	2	TRANSFER AND RE-INTRODUCE
Hard appointment	3	MAKE APPOINTMENT
Soft appointment	4	
Refusal	6	THANK AND CLOSE
Refusal – taken part in recent survey	7	
Not available in deadline	8	
Do not do any form of gardening	9	
Dead line/unobtainable	10	

Need language other than English	11	MAKE APPOINTMENT FOR CALL BACK AND COLLECT PREFERRED LANGUAGE
Needs reassurances	12	
Request reassurance email	13	COLLECT EMAIL ADDRESS THEN CONTINUE OR MAKE APPOINTMENT (SEE APPENDIX FOR EMAIL TEXT)

ASK ALL

S3 **Before we begin, I need to read out a short statement regarding your privacy rights.**

I want to assure you that all the information you provide, including your personal data, will be held confidentially by IFF Research and you will not be individually identifiable in the findings we share with the CMA.

By agreeing to be interviewed, you consent to IFF Research and the CMA processing the personal data we collect from you, for the purposes of this research project only.

We will not share your personal data with any third party, except in the very unlikely event that we are required to do so by law.

You have the right to request a copy of your data, to change your data or to withdraw your data from the research at any point. In order to guarantee this, and as part of our quality control procedures, all interviews are recorded.

We will securely delete all your personal data from our systems, including the recording, no later than May 2023.

Finally, we can provide you with links to IFF's and the CMA's respective Privacy Notices which include contact details for each organisation's data protection officer.

Is that OK?

Yes – agree to continue	1	
Request reassurance email	2	COLLECT EMAIL ADDRESS THEN CONTINUE OR MAKE APPOINTMENT (SEE APPENDIX FOR EMAIL TEXT)
Refuse to continue	3	THANK AND CLOSE

REASSURANCES

The survey will take around 15 minutes to complete.

Please note that all data will be reported in aggregate form and your answers will not be reported to our client in any way that would allow you to be identified.

If you wish to confirm the validity of the survey, you can contact:

- **MRS: Market Research Society on 0800 975 9596**
- **IFF: Eric Reynolds at CMAConsumerSurvey@iffresearch.com**
or visit: <https://www.iffresearch.com/gdpr/>
- **CMA: General Inquiries at general.enquiries@cma.gov.uk / on 020 3738 6000**
or visit: <https://www.gov.uk/government/organisations/competition-and-markets-authority/about/personal-information-charter>

ASK ALL

S4 **I'd like to start by asking you a few questions about you. Firstly, what is your age?***PROMPT AS NECESSARY. SINGLE CODE.*

18-24	1	
25-34	2	
35-44	3	
45-54	4	
55-64	5	
65-74	6	
75+	7	
Refused	8	
Under 18	9	THANK AND CLOSE

ASK ALL

S5 **Are you ... ?***READ OUT. SINGLE CODE.*

Male	1	
Female	2	
Not listed	3	
Prefer not to say	4	

ASK ALL

S6 **Can you tell me the first part of your home postcode?**

(e.g. Camberwell would be SE5; Stroud GL5; Cardiff CF10)

WRITE IN (_____)	1	
Don't know / Refused	2	

IF DON'T KNOW / REFUSE TO GIVE POSTCODE (S6 = CODE 2)
 S6DK **No problem - can you tell me which region you live in, instead?**

PROMPT AS NECESSARY. SINGLE CODE

East Midlands	1	
East of England	2	
London	3	
North East	4	
North West	5	
South East	6	
South West	7	
West Midlands	8	
Yorkshire & the Humber	9	
Northern Ireland	10	
Scotland	11	
Wales	12	
Outside United Kingdom & Northern Ireland	13	THANK AND CLOSE
Don't know / Refused	14	

A Gardening Habits

ASK ALL

A1 (QS1) Please can you tell me which of the following things, if any, you've bought in the last 12 months?

ADD IF NECESSARY: SO THAT'S AT ANY TIME BETWEEN OCTOBER LAST YEAR AND NOW

READ OUT. MULTICODE

<DS PLEASE ROTATE CODES 1-5>

Bagged compost, bagged soil improver or conditioner, or growbag	1	
Bulbs, bushes, plants, seeds, shrubs, or trees	2	
Fertiliser, manure, or plant feed	3	
Gardening equipment or hand-tools (e.g. fork, watering can, wheelbarrow)	4	
Planters, pots or window boxes	5	
SINGLE CODE: (Don't read out) None of these	6	
SINGLE CODE: (Don't read out) Don't know / can't remember	7	

<DS PLEASE SCREEN OUT IF A1≠1 (BAGGED COMPOST)>

ASK ALL

A2 (QS2) You told me that you bought bagged compost, bagged soil improver or conditioner, or growbag at some point in the last 12 months. Can you tell me whether you bought it for any of the following reasons?

READ OUT. MULTICODE.

<DS REVERSE ITEMS 1-3 FOR 50% OF THE SAMPLE>

Use in your home, on your allotment, or in any private outdoor space that you have. For example, a balcony, garden, greenhouse, patio or yard, or communal grounds you share with neighbours.	1	
Use in a family member or friend's home, on their allotment, or in any private outdoor space that they have. For example, a balcony, garden, greenhouse, patio or yard, or communal grounds they share with neighbours.	2	
Use in connection with any paid or voluntary work that you do	3	

SINGLE CODE: (Don't read out) None of these	4	
SINGLE CODE: (Don't read out) Don't know / can't remember	5	

<DS PLEASE SCREEN OUT IF A2=3/4/5 EXCLUSIVELY (i.e. A2 MUST=1/2 TO PROCEED)>

A2Dum TEXT SUB DUMMY VARIABLE, DO NOT ASK		
your home, allotment or private outdoor space	1	A2=1 and A2≠2
your family member or friend's home, allotment or private outdoor space	2	A2≠1 AND A2=2
both your own and your family member or friend's home, allotment or private outdoor space	3	A2=1 AND A2=2

B Past purchases, purchasing behaviour and choice attributes

SHOW TO ALL

(CATISCREEN A) **Thank you. The following questions are about the bagged compost, bagged soil improver or conditioner, or growbag you bought for use in <A2 TEXTSUB>.**

ASK ALL

- B1 (Q1) **How many times, in total, have you bought this type of product in the last 12 months? Your best estimate is fine if you can't remember the exact number.**

INTERVIEWER NOTE: A SINGLE TRIP TO THE GARDEN CENTRE WHERE THE RESPONDENT BOUGHT 6 BAGS OF COMPOST = 1 TIME/ONCE; SIX TRIPS WHERE THE RESPONDENT BOUGHT 2 BAGS EACH TIME = 6 TIMES

SINGLECODE. PROMPT IF NECESSARY.

0 (None)	1	Thank and close
1 (Once)	2	
2 – 3 (Twice/two or three)	3	
4 – 5 (Four or five)	4	
6 – 8	5	
9 – 12	6	
13 or more	7	
Don't know / can't remember	8	

ASK ALL

- B2 (Q2) **Thinking about the last time you bought this type of product, what did you actually buy? Did you buy ...?**

MULTICODE. READ OUT.

<DS: REVERSE ITEMS 1-3 FOR 50% OF SAMPLE>

Bagged compost	1	
Bagged soil improver or conditioner	2	
Growbag	3	
SINGLE CODE: (Don't read out) None of these	4	EXCLUSIVE - Thank and close

SINGLE CODE: (Don't read out) Don't know / can't remember	5	EXCLUSIVE - Thank and close
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B2Dum Text Sub DUMMY VARIABLE, DO NOT ASK

compost	1	(B2 =1)
soil improver or conditioner	2	(B2 = 2 and B2 ≠ 1 and B2 ≠ 3) OR 50% of (B2 = 2 and B2 = 3 and B2 ≠ 1)
Growbag	3	(B2 = 3 and B2 ≠ 1 and B2 ≠ 2) OR 50% of (B2 = 2 and B2 = 3 and B2 ≠ 1)

DS INSTRUCTION: Anyone who answers B2=1 should receive the 'Bagged compost' text sub. Where they have not answered B2=1, if they exclusively answer B2=2 or B2=3 then they receive that text sub. Where they answer BOTH B2=2 AND B2=3, half of these should see 'Bagged soil...', and half 'Growbag'.

SHOW TO ALL

(CATISCREEN B) **As you answer the following questions, please think about the last time you bought <B2Dum>.**

ASK ALL

- B3 (Q3) **Which of the following best describes where you bought the <B2Dum>?**
INTERVIEWER NOTE: READ OUT ITEMS 1-5 IN FULL BEFORE ACCEPTING THE RESPONDENT'S ANSWER

SINGLECODE. READ OUT.

A supermarket (for example, Asda, Lidl, Tesco)	1	
A discount retailer (for example, B&M, Home Bargains, The Range, Wilko)	2	
A DIY store (for example, B&Q, Homebase, Wickes)	3	
A garden centre or plant nursery	4	
An online-only retailer or marketplace (for example, Amazon, eBay)	5	
(Don't read out) Somewhere else (SPECIFY)	6	
(Don't read out) Don't know / can't remember	7	

- B4 ASK IF KNEW WHERE THEY BOUGHT COMPOST (B3 = 1 – 6)
(Q4) **And did you buy it...?**

SINGLECODE. READ OUT.

<DS PLEASE REVERSE ITEMS 1-3 FOR 50% OF SAMPLE>

In-store	1	<DS: Show if B3 = 1–4 OR B3 = 6>
Online – for click-and-collect	2	
Online – for home delivery	3	
(Don't read out) Don't know / can't remember	4	

- B5 ASK IF KNEW WHERE THEY BOUGHT COMPOST (B3 = 1–6)
(Q5) **Generally speaking, is that where you usually buy your <B2Dum> from, or do you tend to buy it from various places?**

SINGLECODE

Yes – usual place	1	
No – various places	2	
Don't know / can't remember	3	

- B6 ASK ALL
(Q6) **Thinking again about the <B2Dum> you bought last time, what did you use it for?**
INTERVIEWER NOTE: PROBE, AND ANYTHING ELSE?

MULTICODE. DO NOT READ OUT OR PROMPT

Sowing / potting up / potting on / repotting / planting		
Ericaceous (acid-loving/lime-hating) plants – acers (Japanese maples), azaleas, camellias, heather, rhododendrons, blueberries	1	
<i>Edible</i> plants – fruit, herbs and/or vegetables	2	
<i>Ornamental</i> plants - houseplants (e.g. cactus, orchids), flower bulbs, flowering plants, bushes, shrubs etc.	3	
Cuttings, seeds and seedlings	4	
Container filling (hanging baskets/planters/pots/raised beds/window boxes)		
Container filling for edible plants	5	

Container filling for ornamental plants	6	
Using the growbag itself as a container for planting fruit, herbs and/or vegetables	7	
Digging in/improving/protecting soil quality		
... in flower beds/borders (ornamental plants)	8	
... in vegetable beds/patches/plots/allotments (edible plants)	9	
Mulching	10	
Other (Please specify)	11	Write In
SINGLE CODE: Don't know / can't remember	12	

ASK ALL

B7 (Q7a) **What factors were important to you in deciding to buy the <B2Dum> you chose last time?**

MULTICODE. DO NOT READ OUT OR PROMPT.

Affordability	1	
Cheapest/lowest price	2	
Value for money (bigger bag, multi-buy offer etc.)	3	
Familiarity (household name/trusted/well-known)	4	
Preferred/usual brand	5	
Reputation of the brand/brand's products for consistency/quality/reliability/good results	6	
Climate change/ecological/environmental/sustainability credentials of the brand/brand's products	7	
Available then and there/plentiful supply	8	
General ease of use	9	
Suitable for a specific kind of plant (e.g. ericaceous (acid-loving/lime-hating) plants; seeds & cuttings)	10	
Suitable for a range of plants (i.e. all-purpose, multi-purpose)	11	
Nutritional balance/content (added minerals and elements, amount of fertiliser, feed duration)	12	
Loam-based/soil-based ("John Innes formula" compost)	13	

Peat-based/peat-containing	14	
Peat-reduced	15	
Peat-free	16	
Recommended by someone I know (family/friends etc.)	17	
Recommended by gardening experts	18	
Recommended by climate/ecological/environmental/nature/sustainability experts	19	
Other 1 (Please specify)	20	
Other 2 (Please specify)	21	
Other 3 (Please specify)	22	
SINGLE CODE: Nothing in particular – just grabbed what was there/first one I saw	23	
SINGLE CODE: Don't know / can't remember	24	

B8 ASK IF MULTIPLE FACTORS CITED (B7 = 1 – 22)
(Q7b) **And what was the most important factor?**

SINGLECODE. DO NOT READ OUT OR PROMPT

<DS: INSERT SELECTED STATEMENTS FROM B7 ONLY>

Affordability	1	
Cheapest/lowest price	2	
Value for money (bigger bag, multi-buy offer etc.)	3	
Familiarity (household name/trusted/well-known)	4	
Preferred/usual brand	5	
Reputation of the brand/brand's products for consistency/quality/reliability/good results	6	
Climate change/ecological/environmental/sustainability credentials of the brand/brand's products	7	
Available then and there/plentiful supply	8	
General ease of use	9	
Suitable for a specific kind of plant (e.g. ericaceous (acid-loving/lime-hating) plants; seeds & cuttings)	10	

Suitable for a range of plants (i.e. all-purpose, multi-purpose)	11	
Nutritional balance/content (added minerals and elements, amount of fertiliser, feed duration)	12	
Loam-based/soil-based (“John Innes formula” compost)	13	
Peat-based/peat-containing	14	
Peat-reduced	15	
Peat-free	16	
Recommended by someone I know (family/friends etc.)	17	
Recommended by gardening experts	18	
Recommended by climate/ecological/environmental/nature/sustainability experts	19	
Other 1 (Please specify)	20	
Other 2 (Please specify)	21	
Other 3 (Please specify)	22	
No one particular factor	23	
Don't know / can't remember	24	

ASK ALL

B9 (Q8) **On the whole, how much attention do you feel you pay, if any, to the specific ingredients in the <B2Dum> that you buy?**

By “specific ingredients”, we mean exactly what it does or doesn't include, the proportions of each ingredient in the mix, the balance of nutrients and the amount of feed or fertiliser it contains.

Would you say you pay...?

SINGLE CODE. READ OUT

<DS PLEASE REVERSE CODES 1-4 FOR 50% OF THE SAMPLE>

A lot of attention	1	
A fair amount of attention	2	
A little attention	3	

No attention at all	4	
(Don't read out) Don't know / can't remember	5	

SHOW TO ALL

(CATISCREEN C) **For the last 50 years or so, peat has been the main or only ingredient in a lot of the <B2Dum> sold in the UK. However, types of this product containing no peat in the recipe are also sold.**

ASK ALL

B10 (Q9) **Which one of the following statements comes closest to your view about the ingredients in <B2Dum>.**

SINGLECODE. READ OUT.

<DS PLEASE REVERSE RESPONSE SCALE CODES 1-4 FOR 50% OF THE SAMPLE>

It's essential to me that I can buy <B2Dum> that contains peat	1	
I prefer to buy <B2Dum> that contains peat	2	
I prefer to buy <B2Dum> that doesn't contain peat	3	
It's essential to me that I can buy <B2Dum> that doesn't contain peat	4	
Or ... I don't mind either way whether the <B2Dum> I buy contains or doesn't contain peat	5	FIX
(Don't read out) Can't say – haven't thought about it/don't have an opinion	6	
(Don't read out) Don't know	7	

ASK ALL

B11 (Q10) **So far as you know, did the <B2Dum> you bought last time contain peat?**

SINGLECODE

Yes	1	
No	2	
Some did, some didn't (respondent bought a mix of products)	3	
Don't know / can't remember	4	

ASK IF CONTAINED PEAT OR DID NOT CONTAIN PEAT (B11 = 1 OR 2)

- B12 (Q12a) Did you specifically want to buy <B2Dum> that <TEXT SUB IF B11 = 1: 'contained peat'> <TEXT SUB IF B11 = 2: 'didn't contain peat'> or did it just so happen that it <TEXT SUB IF B11 = 1: 'contained peat'> <TEXT SUB IF B11 = 2: 'didn't contain peat'>?

SINGLECODE

Specific purchase	1	
Just so happened	2	
Don't know / can't remember	3	

ASK IF BOUGHT MIX OF PRODUCTS (B11 = 3)

- B12a (Q12b) Did you specifically want to buy <B2Dum> that contained peat and some that didn't contain peat, or did it just so happen that you bought both types?

SINGLECODE

Specific purchase	1	
Just so happened	2	
Don't know	3	

ASK IF DON'T KNOW WHETHER CONTAINED PEAT (B11=4)

- B13 (Q13) Not to worry. So far as you're aware, has any of the <B2Dum> you bought for use in the last 12 months contained peat?

SINGLECODE. DO NOT READ OUT. PROBE ON 'YES'.

Yes – all of it has contained peat	1	
Yes – most has contained peat	2	
Yes – some has contained peat	3	
No – none has contained peat	4	
Don't know / can't remember	5	

ASK IF DID BUY PEAT WITH INTENT (B11 = 1 AND B12 = 1)

- B14 (Q14a) You said that last time you bought <B2Dum> you specifically chose a product that contained peat.

Thinking about all of the <B2Dum> you bought for use in the last 12 months, has it all contained peat?

SINGLECODE. DO NOT READ OUT. PROBE ON 'NO'

Yes – it all contained peat	1	
No – some of it has not contained peat	2	
No – most of it has not contained peat	3	
Don't know / can't remember	4	

ASK IF DID BUY PEAT WITHOUT INTENT (B11 = 1 AND B12 =2)

B14a (Q14b) **You said that last time you bought <B2Dum> it just so happened that you chose a product that contained peat.****Thinking about all of the <B2Dum> you bought for use in the last 12 months, has it all contained peat?**

SINGLECODE. DO NOT READ OUT. PROBE ON 'NO'

Yes – all of it contained peat	1	
No – some of it has not contained peat	2	
No – most of it has not contained peat	3	
Don't know / can't remember	4	

ASK IF DIDN'T BUY PEAT WITH INTENT (B11 = 2 AND B12 = 1)

B14b (Q14c) **You said that last time you bought <B2Dum> you specifically chose a product that did not contain peat****Thinking about all of the <B2Dum> you bought for use in the last 12 months, has any of it contained peat?**

SINGLECODE. DO NOT READ OUT. PROBE ON 'YES'

Yes – most of it has contained peat	1	
Yes – some of it has contained peat	2	
No – none of it has contained peat	3	
Don't know / can't remember	4	

ASK IF DIDN'T BUY PEAT WITHOUT INTENT (B11 = 2 AND B12 = 2)

B14c (Q14d) You said that last time you bought <B2Dum> it just so happened that you chose a product that did not contain peat.

Thinking about all of the <B2Dum> you bought for use in the last 12 months, has it any of it contained peat?

SINGLECODE. DO NOT READ OUT. PROBE ON 'YES'

Yes – most of it has contained peat	1	
Yes – some of it has contained peat	2	
No – none of it has contained peat	3	
Don't know / can't remember	4	

ASK IF BOUGHT MIX OF PRODUCTS (B11 = 3)

B14d (Q14e) You said that last time you bought <B2Dum> you [TEXT SUB IF B12a=CODE 1: **{specifically chose}**] [TEXT SUB IF B12a=CODE 2: **{just so happened to choose}**] [TEXT SUB IF B12a=CODE 3: **{chose}**] some that contained peat and some that did not contain peat.

Thinking about all of the <B2Dum> you bought for use in the last 12 months, how much of it has contained peat? Would you say...?

SINGLECODE. READ OUT.

<DS PLEASE REVERSE CODES 1 AND 2 FOR 50% OF THE SAMPLE>

Most of it has contained peat	1	
Some of it contained has peat	2	
DO NOT READ OUT: Don't know / can't remember	3	

SHOW TO ALL:

(CATISCREEN D) As I ask the next few questions, I'll use the words "peat-containing" to refer to <B2Dum> that contains at least some peat. And I'll use the words "peat-free" to refer to <B2Dum> that does not contain any peat.

ASK IF (B13=1/2 OR B14=1/3 OR B14A=1/3 OR B14B=1 OR B14C=1 OR B14D=1)

B15 (Q15_1) You told me that in the last 12 months, you've [TEXT SUB IF B13 = 1 OR B14 = 1 OR B14a = 1: **{always}**] [TEXT SUB IF B13 = 2 OR B14 = 2 OR B14a = 2 OR B14b = 1 OR B14c = 1 OR B14d = 1: **{mainly}**] bought peat-containing, rather than peat-free, <B2Dum>.

Why is that?

MULTICODE. DO NOT READ OUT OR PROMPT

ASK IF (B14 = 4 OR B14A = 4)

B15a (Q15_2) **When you bought peat-containing, rather than peat-free <B2Dum> last time, why was that?**

MULTICODE. DO NOT READ OUT OR PROMPT

ASK IF (B14D = 3)

B15b (Q15_3) **When you bought peat-containing <B2Dum> last time, why was that?**

MULTICODE. DO NOT READ OUT OR PROMPT

	B15	B15a	B15b
Availability			
Can always get it when you need it/plentiful supply	1	1	1
Difficult to get peat-free alternatives/not widely stocked	2	2	2
Effectiveness			
Fruit, herbs and/or vegetables do best in it	3	3	3
Ornamental plants (flower bulbs, flowering plants, bushes, shrubs etc.) do best in it	4	4	4
Seeds/seedlings/young plants do best in it	5	5	5
Better results than from peat-free alternatives	6	6	6
More consistent/reliable results than from peat-free alternatives	7	7	7
Poor experience of peat-free alternatives	8	8	8
Reputation of peat-free alternatives is not great	9	9	9
Ideal nutritional content – no need to supplement with additional fertiliser/feed etc	10	10	10
Ensures good results for amateur gardeners/fool-proof/tried and tested	11	11	11
Price			
Affordability	12	12	12
Cheapest/lowest price	13	13	13
Cheaper than peat-free alternatives	14	14	14
Don't need to buy fertiliser/feed on top to supplement	15	15	15
Value for money (bigger bag, multi-buy offer etc.)	16	16	16

Suitability			
Essential for specific kinds of plant to grow/thrive (e.g., citrus plants; ericaceous (acid-loving/lime-hating) plants like heather or rhododendrons; orchids; seeds & cuttings)	17	17	17
General ease of use	18	18	18
Habit/what I've always used	19	19	19
Just prefer it	20	20	20
Recommended by gardening experts	21	21	21
Not aware of any alternatives to peat-containing products/didn't know peat-free is available	22	22	22
Don't know anything about/enough about what peat-free products involve	23	23	23
Other 1 (Please specify)	24	24	24
Other 2 (Please specify)	25	25	25
Other 3 (Please specify)	26	26	26
SINGLE CODE: Don't know / can't remember	27	27	27

ASK IF (B13=3/4 OR B14=2 OR B14A=2 OR B14B=2/3 OR B14C=2/3 OR B14D=2)
 B16 (Q16_1) **You told me that in the last 12 months, you've [TEXT SUB IF B13= 4 OR B14B= 3 OR B14C= 3: {always}] [TEXT SUB IF B13= 3 OR B14= 3 OR B14A= 3 OR B14B= 2 OR B14C= 2 OR B14D= 2: {mainly}] bought peat-free, rather than peat-containing, <B2Dum>.**

Why is that?

MULTICODE. DO NOT READ OUT OR PROMPT.

ASK IF (B14B = 4, OR B14C = 4)

B16a (Q16_2) **When you bought peat-free, rather than peat-containing <B2Dum> last time, why was that?**

MULTICODE. DO NOT READ OUT OR PROMPT MULTICODE

ASK IF (B14D=3)

B16b (Q16_3) **When you bought peat-free <B2Dum> last time, why was that?**

MULTICODE. DO NOT READ OUT OR PROMPT

	B16	B16a	B16b
Availability			

Can always get it when you need it/plentiful supply	1	1	1
Difficult to get peat-containing these days/not widely stocked	2	2	2
Effectiveness / quality			
Fruit, herbs and/or vegetables do well in it	3	3	3
Ornamental plants (flower bulbs, flowering plants, bushes, shrubs etc.) do well in it	4	4	4
Seeds/seedlings/young plants do well in it	5	5	5
Same results/as good as peat-containing alternatives	6	6	6
Better results than from peat-containing alternatives	7	7	7
Good reputation as an alternative to peat-containing products	8	8	8
Improving all the time as a product	9	9	9
More consistent/reliable results than from peat-containing alternatives	10	10	10
Poor experience of peat-containing alternatives	11	11	11
Ensures good results for amateur gardeners/fool-proof/tried and tested	12	12	12
Environment			
Climate change/ecological/environmental/sustainability concerns (better for/doesn't damage the environment/planet)	13	13	13
Price			
Affordability	14	14	14
Value for money (bigger bag, multi-buy offer etc.)	15	15	15
Suitability			
Suitable for use with a wide range of plants	16	16	16
General ease of use	17	17	17
Just prefer it	18	18	18
Recommended by gardening experts	19	19	19
Recommended by climate/ecological/environmental/nature/sustainability experts	20	20	20
Not aware that peat-containing products are any/lots better	21	21	21

Other 1 (Please specify)	22	22	22
Other 2 (Please specify)	23	23	23
Other 3 (Please specify)	24	24	24
SINGLE CODE: Don't know	25	25	25

C Diversion

SHOW TO ALL

(CATISCREEN E) As I ask the next few questions, I'll use the word "**retailer**" to mean any business that sells <B2Dum>.

<DS FOR 50% OF THE SAMPLE PLEASE ORDER THE QUESTIONS C4, C5, C6, C1, C2, C3>

ASK IF NOT ESSENTIAL TO BUY PEAT FREE (B10 = 1-3 OR 5-7)

C1 (Q17_1) May I ask you to think about the retailer you bought <B2Dum> from last time.

Please imagine that you want to buy <B2Dum> from this retailer again, but you discover they no longer sell any peat-containing <B2Dum>, either in-store or online. What would you do?

SINGLECODE. READ OUT.

<DS PLEASE REVERSE CODES 1-3 FOR 50% OF THE SAMPLE>

Not buy any <B2Dum> at all	1	
Buy a different type of <B2Dum> from the same retailer	2	
Find a different retailer of peat-containing <B2Dum>	3	
(Do not read out) Other (Please specify)	4	Write in
(Do not read out) Can't say – depends what I was buying it for	5	
(Do not read out) Don't know	6	

ASK IF BUY A DIFFERENT TYPE (C1 = 2)

C1a (Q17_2) You said that you'd buy a different type of <B2Dum> from the same retailer. Which of the following statements comes closest to your reason for saying this?

SINGLECODE. READ OUT.

<DS: REVERSE ITEMS 1-2 FOR 50% OF SAMPLE>

I wouldn't want to buy peat-containing <B2Dum> anyway	1	
I don't mind either way whether the <B2Dum> I buy contains or doesn't contain peat	2	
I have another reason for saying this (Please specify)	3	Write in
(Do not read out) Don't know	4	

- ASK IF FIND A DIFFERENT RETAILER (C1 = 3)
 C2 (Q18) **You said that you'd buy peat-containing <B2Dum> from a different retailer. Would you prefer to buy it from them ...?**

SINGLECODE. READ OUT

<DS: REVERSE ITEMS 1-3 FOR 50% OF SAMPLE>

In-store	1	
Online – for click-and-collect	2	
Online – for home delivery	3	
(Do not read out) No preference – in-store and online both OK	4	
(Do not read out) Don't know	5	

- ASK IF GAVE A CHANNEL PREFERENCE (C2= 1 – 3)
 C3 (Q19) **If you found it was not possible to buy it from them <TEXT SUB IF C2=1: in-store; IF C2=2/3: online>, would you consider an <TEXT SUB IF C2 = 1: online; C2=2/3 in-store> purchase from them instead, or not?**

SINGLECODE

Yes – would consider	1	
No – would not consider	2	
(Do not read out) Don't know	3	

- ASK IF NOT ESSENTIAL TO BUY PEAT (B10 = 2-7)
 C4 (Q20_1) **May I ask you to think about the retailer you bought <B2Dum> from last time.**

Please imagine that you want to buy <B2Dum> from this retailer again, but you discover they no longer sell any peat-free <B2Dum>, either in-store or online. What would you do?

SINGLECODE. READ OUT.

<DS PLEASE REVERSE CODES 1-3 FOR 50% OF THE SAMPLE>

Not buy any <B2Dum> at all	1	
Buy a different type of <B2Dum> from the same retailer	2	
Find a different retailer of peat-free <B2Dum>	3	

(Do not read out) Other (Please specify)	4	Write in
(Do not read out) Can't say – depends what I was buying it for	5	
(Do not read out) Don't know	6	

ASK IF BUY A DIFFERENT TYPE (C4 = 2)

C4a (Q20_2) You said that you'd buy a different type of <B2Dum> from the same retailer. Which of the following statements comes closest to your reason for saying this?

SINGLECODE. READ OUT.

<DS PLEASE REVERSE CODES 1-2 FOR 50% OF THE SAMPLE>

I wouldn't want to buy peat-free <B2Dum> anyway	1	
I don't mind either way whether the <B2Dum> I buy contains or doesn't contain peat	2	
I have another reason for saying this (Please specify)	3	Write in
(Do not read out) Don't know	4	

ASK IF FIND A DIFFERENT RETAILER (C4=3)

C5 (Q21) You said that you'd buy peat-free <B2Dum> from a different retailer. Would you prefer to buy it from them ...?

SINGLECODE. READ OUT.

<DS PLEASE REVERSE CODES 1-3 FOR 50% OF THE SAMPLE>

In-store	1	
Online – for click-and-collect	2	
Online – for home delivery	3	
(Do not read out) No preference – in-store and online both OK	4	
(Do not read out) Don't know	5	

ASK IF GAVE A CHANNEL PREFERENCE (C5=1-3)

C6 (Q22) If you found it was not possible to buy it from them <TEXT SUB IF C5=1: in-store; IF C5=2/3: online>, would you consider an <TEXT SUB IF C5 = 1: online; C5=2/3: in-store> purchase from them instead, or not?

SINGLECODE

Yes – would consider	1	
No – would not consider	2	
(Do not read out) Don't know	3	

D Environment

SHOW TO ALL

In these last few questions, I'll use the words "peat-containing products" to refer to <B2Dum> that contains peat. And I'll use the words "peat-free products" to refer to <B2Dum> that does not contain any peat.

ASK RANDOM 50% OF SAMPLE

- D1 (Q27_1) Compared with peat-containing products, how much better or worse are peat-free products *for the environment*, or do you think they are about the same? Would you say ...?

SINGLECODE. READ OUT.

<DS: REVERSE ITEMS 1-4 FOR 50% OF SAMPLE>

Peat-free is <u>much better</u> than peat-containing	1	
Peat-free is a <u>little better</u> than peat-containing	2	
Peat-free is a <u>little worse</u> than peat-containing	3	
Peat-free is <u>much worse</u> than peat-containing	4	
Or ... Peat-free is <u>about the same</u> as peat-containing	5	FIX
(Do not read out) Can't say – don't know much/enough about it	6	
(Do not read out) Can't say – haven't thought about it/don't have an opinion	7	
(Do not read out) Don't know	8	

ASK 50% OF SAMPLE NOT ASKED D1

- D2 (Q27_2) Compared with peat-free products, how much better or worse are peat-containing products *for the environment*, or do you think they are about the same? Would you say ...?

SINGLECODE. READ OUT.

<DS: REVERSE ITEMS 1-4 FOR 50% OF SAMPLE>

Peat-containing is <u>much better</u> than peat-free	1	
Peat-containing is a <u>little better</u> than peat-free	2	
Peat-containing is a <u>little worse</u> than peat-free	3	
Peat-containing is <u>much worse</u> than peat-free	4	

Or ... Peat-containing is <u>about the same</u> as peat-free	5	FIX
(Do not read out) Can't say – don't know much/enough about it	6	
(Do not read out) Can't say – haven't thought about it/don't have an opinion	7	
(Do not read out) Don't know	8	

ASK IF (C1A NOT ANSWERED OR C1A = 2 – 4)

D3 (Q29) **For the final time, may I ask you to think about the retailer you bought <B2Dum> from last time.**

Please imagine that you want to buy some peat-containing <B2Dum> from them, but you discover they no longer sell it, either in-store or online. The retailer tells you that they no longer stock any peat-containing products because of their environmental impact.

What would you do?

SINGLE CODE. READ OUT.

<DS REVERSE CODES 1-3 FOR 50% OF THE SAMPLE>

Not buy any <B2Dum> at all	1	
Buy a different type of <B2Dum> from the same retailer	2	
Find a different retailer of peat-containing <B2Dum>	3	
(Do not read out) Other (Please specify)	4	Write In
(Do not read out) Not applicable (would never want to buy peat-containing/have already switched entirely to peat-free for environmental reasons)	5	
(Do not read out) Don't know	6	

E Thank and close

ASK ALL

FINALLY, THINKING OF THE INCOME OF THE HOUSEHOLD AS A WHOLE, WHICH OF THE FOLLOWING RANGES REPRESENTS THE TOTAL INCOME OF THE WHOLE HOUSEHOLD BEFORE DEDUCTIONS FOR INCOME TAX, NATIONAL INSURANCE ETC.? INTERVIEWER NOTE: IF WHOLE HOUSEHOLD NOT EARNING, PLEASE WRITE 0.

INTERVIEWER NOTE: PROBE FOR APPROXIMATION IF RESPONDENT UNCOMFORTABLE WITH EXACT FIGURES.

SINGLE CODE. READ OUT.

Annual Income	Monthly Income		
Less than £13,000	Less than £1,083	1	
£13,000-£18,999	£1,083-£1,583	2	
£19,000-£25,999	£1,583-£2,167	3	
£26,000-£31,999	£2,168-£2,667	4	
£32,000-£47,999	£2,668-£4,000	5	
£48,000-£63,999	£4,001-£5,333	6	
£64,000-£95,999	£5,334-£8,000	7	
More than £96,000	more than £8,000	8	
Prefer not to say		9	

ASK ALL

E2 **Thank you so much for your time.**

As a thank you for taking part in this research, we would like to offer you a £5 PayPal voucher to be sent via email to you.

Would you like to share your email address at the end of the survey in order to receive this?

SINGLECODE

Yes	1	
No	2	

ASK IF E2 = 2

E2a **Instead, we can also offer you a £5 Love2Shop card delivered to your home via post?****Would you like to share your postal address at the end of the survey in order to receive this?**

SINGLECODE

Yes	1	
No	2	

ASK ALL

E3 **Would you be willing for us to contact you again regarding this particular study, if we need to clarify any of the information you have provided today?**

SINGLECODE

Yes	1	
No	2	

ASK IF CONSENT TO RECONTACT (E2 = 1 OR E2A=1 OR E3 = 1)

E4 **Can you confirm your name and contact details?**

<DS ALLOW BLANK RESPONSES FOR CODE 2 ONLY>

Name (WRITE IN)	1	
Telephone number (WRITE IN)	2	
<DS Show if E2 = 1> Email address (WRITE IN)	3	
<DS Show if E2a = 1> Postal Address (WRITE IN)	4	

ASK ALL

E5 **[THANK AND CLOSE EXIT PAGE]****Thank you for taking the time to complete the survey; your contribution to this research is very much appreciated.****Just to confirm, we'll be keeping your responses to the survey for analysis purposes only and if you'd like a copy of your data, to change your data, for your data to be deleted or to lodge a complaint, then please follow the process outlined on our webpage at:**<http://www.iffresearch.com/gdpr/>.

Thank you once again from the IFF Research and CMA study team.

ADD IF NECESSARY: You also have a right to lodge a complaint with the Information Commissioners Office (ICO) and you can do so by calling their helpline on 0303 123 1113.

THANK RESPONDENT AND CLOSE INTERVIEW

“

IFF Research illuminates the world for organisations businesses and individuals helping them to make better-informed decisions.”

Our Values:

1. Being human first:

Whether employer or employee, client or collaborator, we are all humans first and foremost. Recognising this essential humanity is central to how we conduct our business, and how we lead our lives. We respect and accommodate each individual's way of thinking, working and communicating, mindful of the fact that each has their own story and means of telling it.

2. Impartiality and independence:

IFF is a research-led organisation which believes in letting the evidence do the talking. We don't undertake projects with a preconception of what "the answer" is, and we don't hide from the truths that research reveals. We are independent, in the research we conduct, of political flavour or dogma. We are open-minded, imaginative and intellectually rigorous.

3. Making a difference:

At IFF, we want to make a difference to the clients we work with, and we work with clients who share our ambition for positive change. We expect all IFF staff to take personal responsibility for everything they do at work, which should always be the best they can deliver.



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